

For Six Month Period Ending July-December, 2003

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

(b) Registration No. 2310

The Bahamas Ministry of Tourism

(c) Business Address(es) of Registrant

P O BOX N-3701
Nassau, NP
BAHAMAS

2. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

(1) Residence address

Yes ☐

No ☒

(2) Citizenship

Yes ☐

No ☒

(3) Occupation

Yes ☐

No ☒

(b) If an organization:

(1) Name

Yes ☐

No ☒

(2) Ownership or control

Yes ☐

No ☒

(3) Branch offices

Yes ☐

No ☒

(c) Explain fully all changes, if any, indicated in items (a) and (b) above.

N/A

2004 JUL 23 AM 9:50
CRIM/ISS/REGISTRATION UNIT

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐

No ☒

If yes, have you filed an amendment to the Exhibit C?

Yes ☐

No ☐

If no, please attach the required amendment. N/A

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (a waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
------	----------	-----------------------

- (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
------	----------------------	-------------	----------	-----------------

5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal? Yes ☐ No ☐

If yes, identify each such person and describe his service.

- (b) Have any employee or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☐

If yes, furnish the following information:

Name	Position or connection	Date terminated
------	------------------------	-----------------

- (c) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☐

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
------	----------------------	-------------	----------	-----------------

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement? Yes ☐ No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal

Date of termination

8. Have you acquired any new foreign principal² during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

N/A

10. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A ³	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Exhibit B ⁴	Yes <input type="checkbox"/>	No <input type="checkbox"/>

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period?

Yes ☐ No ☐

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

reports attached

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places, of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

⁵ The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government, a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶

Date	From Whom	Purpose	Amount
see attachment			

Total _____

(b) RECEIPTS - FUND RASING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, and 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☒

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
---------------------------	---------------	-------------------------------	---------

6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐(2) transmitted monies to any such foreign principal? Yes ☒ No ☐

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
------	---------	---------	--------

see attachment

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, and 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
------------------	---------------------------------	---	-------------------------------------	---------

(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
------	-----------------------------	--------------------------------------	----------------------

10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials¹²?
 Yes ☐ No ☒

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

N/A

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following: N/A

- | | | | |
|---|---|--|---|
| <input type="checkbox"/> Radio or TV broadcasts | <input type="checkbox"/> Magazine or newspaper articles | <input type="checkbox"/> Motion picture films | <input type="checkbox"/> Letters or telegrams |
| <input type="checkbox"/> Advertising campaigns | <input type="checkbox"/> Press releases | <input type="checkbox"/> Pamphlets or other publications | <input type="checkbox"/> Lectures or speeches |
| <input type="checkbox"/> Internet | <input type="checkbox"/> Other (specify) _____ | | |

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups: N/A

- | | | |
|--|---|---|
| <input type="checkbox"/> Public Officials | <input type="checkbox"/> Newspapers | <input type="checkbox"/> Libraries |
| <input type="checkbox"/> Legislators | <input type="checkbox"/> Editors | <input type="checkbox"/> Educational institutions |
| <input type="checkbox"/> Government agencies | <input type="checkbox"/> Civic groups or associations | <input type="checkbox"/> Nationality groups |
| <input type="checkbox"/> Other (specify) _____ | | |

21. What language was used in the informational materials: n/a
☐ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? n / a
 Yes ☐ No ☐

12 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI--EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Type or print name under each signature¹³)

May 15, 2004

 Miriam Manigault
 Sr Manager - The Americas

 2004 MAY 20 AM 9:51
 CIVIL RIGHTS/REGISTRATION UNIT

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

**UNITED STATES DEPARTMENT OF JUSTICE
FARA REGISTRATION UNIT
CRIMINAL DIVISION
WASHINGTON, D.C. 20530**

NOTICE

Please answer the following questions and return this sheet in triplicate with your Supplemental Statement:

1. Is your answer to Item 16 of Section V (Informational Materials - page 8 of Form CRM-154, formerly Form OBD-64-Supplemental Statement):

YES _____ or NO XX _____

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

YES _____ or NO XX _____

(If your answer to question 2 is "yes" please forward for our review copies of all material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)



Signature

May 14, 2004

Date

Miriam M. Manigault

Please type or print name of
signatory on the line above

Sr Manager-The Americas

Title

2004 MAY 20 AM 9:50
CRM/ISS/REGISTRATION UNIT



Sales/Marketing Plans for the North East - 2003/2004:

- Liberty Travel Incentive
- Grand Bahama Sales Blitz/Presentations
- Tour Operator/Wholesaler - Training
- Retail Agency Presentations/Seminars
- Joint Sales Calls
- Suppliers' Letter
- Retail Agency Database
- Tradeshow/Product Launches

Liberty Travel Incentive:

Promotional Contest for October, November and December - 2003.
We will award the top four (4) agencies in the North East with a night on the town, including dinner and limousine service.

In addition, the top-producing agent will be awarded with a "Trip Around The Bahamas". This will include trips to Grand Bahama, New Providence and the Out Islands.

This promotion will allow the BTO to educate Liberty Agents on the new updates in TIOTB.

2004 MAY 20 AM 9:51
CRM/REGISTRATION UNIT

Grand Bahama Sales Blitz:

This event will exclusively promote the new **GB Continental Service**, which commences on December 17, 2003. This is an opportunity for the BTO to work together with our colleagues of the **GBITB** and **GBIPB**, in partnership with our Tour Operators/Wholesalers and hoteliers, to assure the success of this new service.

GB is co-coordinating the entire sales call patterns & training seminars. We will assure that plans for these activities are successfully coordinated.

Wholesaler/Tour Operator Training:

Training is vital to our partners to keep them informed/updated on TIOTB.

Primary Operators (Training for 2003/2004):

- ☐ **GOGO World Wide Vacations - (NJ-Ramsey, Voorhees, Mahwah, Parlin, Scotch Plain; NY-White Plains, Brooklyn; PA-Allentown, Philadelphia, Bucks County)**
- ☐ **Travel Impressions - NY (January 2004)**
- ☐ **Travel Impressions - PA (January 2004)**
- ☐ **Apple Vacations - PA (November)**
- ☐ **TNT Vacations - Boston (November)**

Secondary Wholesalers/Tour Operator Training:

- ☐ **Continental Vacations/Airlines - December (1st week)**
- ☐ **US Air Vacations - November**
- ☐ **Atlas Tours - November**
- ☐ **Island Vacations - November**

Retail Agency Presentations/Seminars:

Our Objective is to frequently update/inform our retail partners on the **features, advantages** and **benefits** of selling the TIOTB.

We will give priority to the following:

Primary Agencies:

- ☐ **Liberty Travel**
- ☐ **GOGO Vacations**
- ☐ **American Express**
- ☐ **AAA**
- ☐ **Rosenbluth**
- ☐ **Empress Travel**
- ☐ **Boscov's Travel Centres**

Secondary Agencies:

- ☐ **Travel Leaders - PA**
- ☐ **Carlson Wagonlit**
- ☐ **TravelSpan Vacations**
- ☐ **Uniglobe Travel**
- ☐ **Omega Travel**
- ☐ **Vacation.com (Select agencies)**
- ☐ **Omega Travel**

Sales Calls:

Random sales calls is not the best way for us to promote TIOTB, unless there is a specific message to convey to our retail agency chains/consortiums, with a call to action.

The BTO will continue to work with our Wholesaler/Tour Operator partners and hoteliers to promote their products, specific to TIOTB.

Suppliers Letter:

This letter is a contingency plan, based on the cancellation of suppliers' night. We will use this as a medium to update suppliers in the North East on our marketing initiatives. I suggest after our meeting in Florida, we meet to discuss our strategies, in moving forward.

Retail Agency Database:

We will create an agent database comprising of approximately **300-400(top accounts)** for the North- East. This agent database will be created in an "**Access Spreadsheet**", to allow us to communicate frequently to our agents.

Tradeshows/Product Launches:

In an effort to reduce cost in the various markets, shows will be evaluated and participated in, that offers the best value to the BTO. We will explore other avenues to communicate to our agents.

The following shows/product launches are for the remainder of 2003:

- ☐ Sept. 25 - Air Jamaica - Philadelphia (*)
- ☐ Oct. 3 - Continental Vacation - East Brunswick(Sheraton) (*)
- ☐ Oct. 4 - Continental Vacations - Meadowlands(Sheraton) (*)
- ☐ Oct. 5 - Continental Vacations - Mid-Town (Venue TBA) (*)
- ☐ Oct. 7 - GB Vacations - The Crown Plaza Crossings, Warwick, RI (?)
- ☐ Oct. 20 - Apple Vacations - Philadelphia
- ☐ Oct. 21 - Apple Vacations - Newark
- ☐ Oct. 23 - Apple Vacations - Baltimore
- ☐ Nov.11 - CTO Travel Agent Seminar - Long Is.
- ☐ Nov.12 - CTO Travel Agent Seminar - Elizabeth, NJ
- ☐ Nov. 13 -CTO Travel Agent Seminar - Philadelphia

Show with (*) - No cost to the BTO.

2004 MAY 20 AM 9:51
CRM/ISS/REGISTRATION UNIT

MONTHLY STATUS REPORT

Area:	Month:	Prepared By:				
PROJECT	STATUS	NEXT STEPS	RESPONSIBILITY	DUE DATE		
Trade Shows:						
National Trade Shows:						
Sept. 8 - Buffalo	Confirmed		Mel Lewis			
Sept. 9 - Rochester	Confirmed		Mel Lewis			
Sept.10 -Binghamton	Confirmed		Mel Lewis			
Sept.11 -Syracuse	Confirmed		Mel Lewis			
Sept.12 -Albany	Confirmed					
Air Jamaica Product Launch	Dornel negotiated free Bah. Booth.	150 agents & 200 Consumers				
(Philadelphia) - Sept. 25	Promoted New Providence.	attended.	D.Watson-Joyner			
GB Blitz (Planning)	GB to invite Hoteliers, Tour Operators/Wholesalers.	Confirm attendance	C.King	Oct. 15		
(to promote GB/Continen. Service)						
	Confirm/coordinate retail agency	Confirm # of agency Pres.	Nuvy	Oct. 15		
	Pres. during blitz.					
	Coordinate BTO support/participation		S. Johnson	Oct. 15		
	Continental to invite top agents.	Provide list to GB(top accounts)	Continental Vac.			
			(Sales Team)			
Liberty Travel - Incentive	Confirmed details of Promotion with Mike Norton - VP Product	Mike to Identify Contact at GOGO.	S. Johnson	Sept. 15		
Consumer Shows:						
Great Bridal Expo	BTO to assist with Wedding Show	Solid Gold Agency to prepare Bah.	M. Lewis	Sept. 3		
Marriott Marquis - Sept. 15		Honeymoon flyers/specials.				
	Attendance - 1200 Consumers	Mel Lewis to follow-up with Shirley-	M. Lewis			

		Jenkins - Solid Gold Travel in ref. To bookings.		
Congressional Black Caucus -	Expecting 30, 000 persons at event.	Contacted Wholesalers to prepare flyers for show.	S. Johnson	
Conference - Washington,DC		Continental, Apple prepared flyers.		
Sept.24-28		Terry Sands and Eddie Archer will-work show.		
		Terry Sands to provide attendance numbers and feedback of event.		
Meeting with Continental Vac.	Discussed Joint sales activities to promote new service to GB.	Confirmed product launch dates and locations in New Jersey	S. Johnson	Sept. 11
Sept. 4				
Sales Activities:	Joint with Francine - Continental Vac. to promote new service to GB.	Areas - Queens (12 Sales Calls)	M. Lewis	Sept. 3/4
	Sales Calls - to solicit group business.	Areas - Brooklyn, Manhattan, Queens, Staten Island, Brooklyn Hts		Sept. 5/16/17
	Update agents on new GB flight - Dec.	Hill Side Est, Bronx		18/19/23/24/25
	Inform agents on new developments in GB, New Providence and Out Is.	(22 Sales Calls)		
	Sales Calls to Promote Amex Prom.	(30 Sales Calls)	D. Watson-Joyner	Sept. 4/9/10/11
	Discussed updates in TIOTB.			17/23/24/25
	Promoted group opportunities in TIOTB			30/
	Lots of interest for GB/Nassau fams.			
Bah. Seminars/Presentations	Update agents on new Develop. TIOTB	Liberty Travel - Baltimore (8 agents)	D. Watson-Joyner	Sept. 16
		Rosenbluth Vac. - Chalfont(3 agnts)	D. Watson-Joyner	Sept. 24
	Updated travel students on TIOTB.	CTI (Caliber Training Institute - 18 Students).	Johnson/Chotoosingh	Sept. 24
	Discussed general functions of the BTO.			

Sandals Royal Bahamian - \$1319 (5 nights).

Sandals Antigua - \$1319 (5 nights).

Sandals Regency St. Lucia - \$1375

Sandals Halcyon St. Lucia - \$1239

* **Bermuda** - Has a companion fly free promotion with Liberty (Value \$400)

Hotel Specials - The Fairmont Princess - \$599, 5 nts; Sonesta Bch - \$739

Fairmont Princess - \$765; Harmony Club - \$779 (all-inclusive, 5 nights)

TOUR OPERATOR/WHOLESALE UPDATES:

* **Travel Impressions** looking at Companion discount/fly free for mid-week departures to Nassau. Kevin Martier - Director, Caribbean Product, will advise of details(Nas. PI Promotion Board, supporting promotion.

* **GOGO Vacations** - are in the process of organizing a companion promotion, this will tie in with the Liberty Incentive promotion.

The Incentive dates - Oct. 26-Dec15.

* **GB Vacations** has the following specials from Providence, RI for January.

Crowne Plaza - \$299, 3 nights, dates January 5,12,19 7& 26.

Departures - January 8 & 22 - \$349; Children - \$199 (2-11).

Commissions - 15% based on a minimum of 20 passengers.

(Packages based on bookings and packages by November 14.

INDUSTRY NEWS/TRENDS:

* New York's Unemployment rate for September jumped to 8.8% from 8.1.

* JetBlue - Has the following Seats Sale:(one-way fares)

Ft. Lauderdale - \$69; Orlando - \$69; Tampa - \$69; California - \$99

Buffalo - \$44; Rochester - \$44; Syracuse - \$44; Las Vegas - \$119

* Cruise prices are very good this year, Example:

Carnival - 3/4 night Bahamas - \$149 - 2 nights

Carnival Caribbean - \$470, 7 nights

* RCCL - Mexicana Riviera - \$549, 7 nights; Mediterranean - \$799, 7 nts.

Panama Canal - \$1199, 7 nights

CRM/ISS/REGISTRATION UNIT
2004 MAY 20 AM 9:51

CRM/ISS/REGISTRATION UNIT
2004 MAY 20 AM 9: 51

MONTHLY STATUS REPORT					
Area:	Month:	Prepared By:			
PROJECT	STATUS	NEXT STEPS		RESPONSIBILITY	DUE DATE
Trade Activities:					
Apple Vacation's Launch	Shared booth with				
Oct. 20(Philadelphia)					
Apple Vacation's Launch	Conrad King worked show BTO.	Attendance - 200		Conrad King	
Baltimore - Oct. 23					
CTO Dinner Meeting - Philadelphia	100 members attended dinner			D.Watson-Joyner	
Chapter - Oct. 1					
CTO Dinner Meeting - Greater-Washington DC Chapter	Event Sponsored by PITA. Pres. on hotel properties and Nassau.	Dornell to follow-up with agents in the area.		D.Watson-Joyner	
Oct. 21	100 members attended.				
ASTA National Conference	Worked 3 day trade show with Bath.			S. Johnson	
Miami Beach - Oct. 21-25	hotel partners and promotion Boards.				
CTO Reception	BTO co-sponsored with CTO	Bridgette did welcome the ASTA-delegates on behalf of TIOTB.			
Miami-Hyatt - Oct. 25	BTO Attendance: Paul, Bridgette, Cecile, Anthony, Out Islands-Kerry	RSVP's - 700			
	NPIPB - Henry Ross	Attendance - 900			
Sandals Luncheon (Lady Sandals)	Sandals invlied select Travel chains/	No presentation by sandals		Melvorn/Steven	
Chelsea Pier - Oct. 16	Consortiums.				
	Ash advised of plans for Philadelphia-	Follow-up with Ash		S. Johnson	11/17/2003
	Apple Fam. to Nassau				
	(deciding day or overnight trip)				
AWTA Trade Show - Oct. 30, 03	Updated agents on new developments in TIOTB.	Approx. 155 agents attended (agents requested fam. trips)		Mel. Lewis	

TABS Trade Show, Brooklyn	Updates agents on new developments in TIOTB.	Approx. 250 agents attended			Mel. Lewis	
Oct. 5, 03		45 Suppliers (agents requested fam. trips)				
Bahamas Presentations:						
Apple Vacations - October 6	Joint Pres. with Dornel & Our Lucaya-promoting Sheraton/Westin Brands.	75 Res. Agents			D. Watson-Joyner	
	Promote new all-inclusive programs					
	and update on GB Island activities					
	and initiatives.					
Liberty Travel Presentations	Joint Pres. with Nuvy to promote GB's	Liberty Travel - Englewood (4agents)			Nuvy/Steven	
Oct. 30	Promoted Bah. Liberty Incentive....	Liberty Travel - Fort Lee (4 agents)			Nuvy/Steven	
Travel Impressions - Bethlehem	Updated res. Agents - on GB, Nas/PI	65 Res. Agents			Dornell/Steven	
Oct. 28	& Cable Beach; Out Is. - Exuma, Abaco, Eleuthera/Harbour Island					
GB Blitz/ Product Launch	Blitz Team:	Total Calls - 200 (New Jersey)				Oct. 27-30
New Jersey - Oct. 27-30	Nuvolari - GB; Conrad - GB	Presentations:				
	Anthony - GB; Dornell - BTO;	Travellocity(Plane, PA) - 60 agents				Oct. 28
	Melvern - BTO;	(Conrad/Brent/Brian)				
	Hotels:	Travel Impressions (Bethlehem) - 70				Oct. 28
	Brent Ingraham - Crown Plaza;	Select agency pres. (NJ) - 65				
	Donna Pratt - Pelican Bay					
	Brian Melton - Westin/Sheraton					

Sales Blitz (see GB section)					
Joint Sales Calls - US Air Vac.	Promoted US Air & Our Lucaya new	12(top producers of US Air Vac.)			
& Our Lucaya - Oct.7	all-inclusive program				
Public Relations:	Radio Interview to promote fall/winter	Dornell to follow-up with Umoja to	D. Watson-Joyner		
Radio Interview - WURD AM -	travel to TIOTB with Umoja Tours/Trvl.	track Bah. Bookings.			
Radio Station - Oct. 11	One (1) hour straight travel talk show.				
Meeting - Radio Station	Meeting to discuss live remote from	Dornell to follow-up with MOT.	D. Watson-Joyner		
(WJUZ Jazz Station - Oct. 3)	Radisson Cable Beach				
WWRL Radio Reception	Networking opportunity to meet-	Discuss future promotions with	Mel. Lewis		
Manhattan - October 6/2003	contacts at radio station.	Regional Manager.			
		Approx. 150-200 persons attended			
		reception.			

TRAVEL AGENT FEEDBACK

- * Lots of request for fam. trips to Grand Bahama and the Out Islands.
- * Agents very receptive to Exuma (Fours Seasons Project. Grand Opening November
- * Dominican Republic is one of the best selling destinations in the New York/New Jersey Region.
- The other top seller - Las Vegas, Mexico, Jamaica, Disney World. Lots of request for Cruises.

Jet Blue - One-way Fares:

Buffalo - \$44; Rochester - \$44; Syracuse - \$44; Ft. Lauderdale - \$69; Orlando - \$69; West Palm - \$69; Ft. Myers - \$79

Survey - NBTA (National Business Travel Association) - Fifty-eight percent of companies are spending less on travel now than they were at this time last year, according to a survey of 204 travel managers.

31% of companies increased their travel spending for 2003, and 11% have maintained the same spending level.

According to the ACTA/Runzheimer survey of 280 travel managers, 40% of companies slashed their travel budgets in 2003, 26% increased travel budgets and 34% kept the status quo from the previous year.

Rosenbluth International - Announcement made on Oct. 7, of the official acquisition of Rosenbluth International by American Express.

Rosenbluth has travel operation in 15 countries and posted global business travel volume of over \$3 billion in 2002. This deal will push American Express to the largest corporate travel management company in the world. Last year Amex. Booked global travel volume of \$15.5 billion. In 1892, when the company was founded it started with 3 employees and no corporate accounts. In 2002, the company had \$5.2 billion in annual sales, with 3,888 employees and 2000 corporate accounts.

US Airlines - will launch five Caribbean routes this winter: **New York(LaGuardia)-San Juan; Philadelphia-Providenciales; Turks & Caicos; Philadelphia-Cozumel, Mexico; and Charlotte, N.C.-St. Kitts beginning Dec. 13, along with Charlotte-Antigua Feb. 14**

All new services will operate on Saturdays, using A-320 aircraft, and all but New York-San Juan are subject to foreign government approval.

Carlson Wagonlit Travel - The Consortium will be looking at mergers and acquisition options as a result of the American Express agreement to buy Rosenbluth International. Herve Gourio, worldwide CEO at Carlson Wagonlit, stated that the American Express merger is a wake-up-call for a slumping industry that hasn't seen much consolidation lately. Carlson is ranked #2 behind Amex. And they are looking at acquisitions.

Vacation.com - removed 1,300 agency members during the first nine months of the year, due to low productivity(averaging less than \$60,000 per year) for preferred suppliers. In the same period the group added 480 agencies, described as more focused and committed. The group now has 8,000 members.

JetBlue - is coming to Boston, launching service to Orlando, Tampa and Denver on Jan 7, and to Ft. Lauderdale - January 16, in direct competition with the Big Three. JetBlue will compete against Song, Delta's low-fare subsidiary, in Florida markets, against American in Orlando and Ft. Lauderdale, and against United in Denver. The carrier will not be competing against Southwest. JetBlue has avoided Boston, surrounding it instead with service to Providence, R.I., Manchester, NH and Hartford, Conn.

early bookings for the winter season.

Apple's top sellers continue to be Punta Cana, Riviera Maya and Puerto Vallarta. They are also offering an early bookink incentive for winter vacations: Riviera Maya - 7nts (\$999.99 all-inc. - \$300 savings); Punta Cana - \$829.99 all-inclusive; Puerto Vallarta - \$999.99 300 savings.

Continental Vacations - has the following incentives to promote new programs:

Bahamas - \$50 (Valid on bookings 10/1/03 to 12/31/03 and travel 12/12/03 to 2/27/03 - minimum stay 5-nights required
Barbados - \$100(Valid on bookings 11/11/03 to 2/27/04 and travel 12/18/03 to 3/31/04--minimum 3 night required.

Continental Airlines - The departure times for Grand Bahama are as followed:

Leave Newark - 920AM; Arrive GBI - 12:37PM

Depart GBI - 115PM; Arrive Newark - 4:08PM

Hotels: Crown Plaza At The Royal Oasis Golf Resort & Casino; Best Western Castaways; Our Lucaya;
Port Lucaya, Pelican and Viva Wyndham Fortuna Beach

BAHAMAS UPDATES:

Andros was featured in the Philadelphia Inquirer's "Special Caribbean Section" on 11/2. The article was tilted "Bahamas without bustle" and focused on scuba diving and the laid back atmosphere of the island. There were 2 Our Lucaya ads (one stand alone and one with Liberty Travel advertising "companion flies free") and 1 Nassau/Paradise Island. Ad featuring the "Companion flies Free" with Liberty Travel.

Liberty Travel - Advertised Nassau/P1 Companion flies Free Promotion (4 nights - \$299-\$1799).

Sheraton At Our Lucaya - 4 nights - \$365 and \$485 - 6 nights (Herald News Paper - North Jersey

Club Med (Columbus Isle) - \$1876 - book by Dec. 15, for travel by 1/3-4/3/04

Atlantis - advertised in the New York Times in conjunction with US Air's Companion fly free promotion - 4 days/3 nights \$529.00.

Cities: New York, Atlanta, Boston, Philadelphia, Washington, DC

INDUSTRY NEWS/TRENDS:

The following are examples of low airfares in the market from Newark, prices requires advance purchases with some Saturday overnight.

Miami - \$198; **Washington** - \$184; **Tampa** - \$204; **Orlando** - \$198; **Ft. Lauderdale** - \$208 (select major Carriers)

Spirit Air - The following are one-way fares - New York/LaGuardia to:

Ft. Lauderdale - \$64; Orlando - \$64; Denver - \$98; Detroit - \$57; Myrtle Beach - \$58 (spiritair.com)

CRM/ISS/REGISTRATION UNIT
2004 MAY 20 AM 9:52

COMPETITIVE INFO:

Barbados - is still aggressively targeting both the travel agents and consumers with their fall "Best of Barbados Program", offering hundreds of dollars in savings. Ads are appearing in print and on air targeting consumers. The BTA is also conducting agent seminars in the area. Destinations fairs are being planned for Jan. 2004, which will allow agents to complete their Barbados specialist program.

Jamaica - Renaissance Jamaica Grand Resort - \$675-3 nghts; \$965-6 nights, all-inclusive

Trelawny Resort & Spa - \$839-5 nights (all-inclusive).

Beaches Prices: Jamaica - Beaches Sandy Bay-\$1299, Boscobel - \$1449, Beaches Negril \$1619;

Beaches Turks - \$1925 (all properties 5 nights, all-inclusive).

Ritz-Carlton Jamaica - 3-6 nights (\$999-\$1619). Kids under 13 stay and eat free.

Cancun - Hyatt Regency - \$839 (6 nights) & \$619 - 3 nights)

Dominica Republic - The average package to the DR averages approximately \$1100 (1 week, all-inclusive with Liberty Travel.

Puerto Rico - Paradisus Puerto Rico(all-inclusive - \$1095-3 nights & \$1869-6 nights)

Hawaii - Royal Lahaina Resort, Maui - \$1179-7 nights; Embassy Vacation Resort - \$ 1325 (pay for 4 stay 7).

Apple Vacations has the following specials:(Punta Cana/Cancun)

Barcello Bavaro - \$729; Allegro Punta Cana by Ocidental - \$829; Catalonia Bavaro - \$899; RIU Bambu - \$929

Cancun: Royal Solaris - \$1029; Camino Real - \$699; Gran Melia - \$1319

TOUR OPERATOR/WHOLESALE UPDATES:

Apple Vacations - Dornell spoke with Richard Lock, who stated that Bah. Bookings (schedule air) were soft for fall travel GB bookings in particular are extremely soft, and it was suggested that the BTO needs to focus more attention on Consumer advertising and promotions to increase awareness in the travel community. There is still lots of space for Xmas travel, which is expected to fill-up by the Thanksgiving holiday.

Apple will do a fax broadcast for the BWI Charter service, which is expected to hit agencies next week, in an effort to stimulate

South East Monthly Status Report: 2003

Area: South		Month: November/December		Prepared By: Paul Strachan	
Project		Status		Next Steps	
Meeting with Bahamas Florida Express (The Cat)		Completed. Met with Bob Armon to discuss joint promotional opportunities including our proposed promotion with The Panthers. Receptive to working together and funding mutually beneficial promotions.		Submit proposal for review.	
Bahamas Salute to the Miami Dolphins		Completed. Excellent local coverage at the game - approx. 70,000 attendees. No national coverage.		Follow-up with Dolphins for promotion in Dec. 2003	
City of Hope Cancer Walk		Completed. Over 300 participants, 10 from the BTO. Good public relations opportunity for TIOTB.		Attend follow-up meeting.	
EC Worldwide Travel - Incentive plan for Bahamian Residents		Completed. Met with Earl Christian to finalize all plans.		Confirm plans with Bahamasair. Promote the plan to the Bahamian community. Announce/debut the plan at NAB's Christmas party.	
Sawgrass Mills Mall		Completed. Met with Oscar Simmons, Tourism Director. Discussed plans for a mall promotion in 2004. He will set-up a meeting with the mall's marketing manager to discuss a joint promotion with Saks Fifth Ave and/or Samsonte stores. Provided an opportunity for logo inclusion in their passport/discount program.		Send new logo for the passport.	
Subway		Pending. Meeting was postponed. Will reschedule.		CT	
City Furniture		Pending. Submitted a proposal. Awaiting a response.		Follow-up on proposal.	
Eckerd's Drugs		Pending. Submitted a proposal; awaiting a response.		Follow-up on proposal.	

CRM/ISS/REGISTRATION UNIT
2004 MAY 20 AM 9:52

Atlanta Women's Show	Pending. Received sponsorship agreement - very costly. Show organizers are unsure of barter opportunities at this time.	Follow-up on agreement.	JG	01/09/04
Nassau Farn Trip	Completed. Escorted 8 travel from MCO & TPA. Sheraton Grand & UP provided accommodations & air transportation. Agents impressed with product enhancements. Two agents were CTO board members - donated toys to local charity; a group photo was taken during the presentation for PR.		JG	
Sea World Promotion	Completed. Theme park not interested in a Bahamas promotion - felt that their clientele would not be interested in our destination.		JG	
Publix Foods	Pending. Must submit a proposal.	Prepare a proposal.	JG	01/12/04
Everything But Water	Pending. Meeting scheduled on Jan. 8, 2004 to discuss promotional opportunities.	Both parties will prepare proposals with promotional concepts.	JG	01/12/04
Orlando Magic Promotion	Pending. Both parties to prepare a proposal	Prepare a proposal.	JG	01/12/04
Orlando Carnival	Pending. Did a walk-thru this year to determine if event was worth the effort. Not on par with Goombay. Feel that we should have some presence - will contact NAB.	Contact NAB.	JG	
Casino Reservations Group	Pending. Awaiting a proposal and contract from Bahamasair.	Follow-up.	JG	
Mall @ Mellenia Promotion	Pending.	Prepare a proposal.	JG	01/12/04
Simons Group Malls - Seminole/Florida Malls	Pending.	Prepare a proposal.	JG	01/12/04

Palm Beach Mall Promotion (Simons Malls)	Pending. Met with Michelle Bender. Interested in Bahamas promotions in conjunction with existing promotions scheduled in the mall throughout the year.	Follow-up and meet to finalize promotional concepts	NW	01/12/04
City Place	Pending.	Confirm meeting with Wanda Boale	NW	01/16/04
Ladies Lets Go Fishing	Ongoing. Making arrangements for group trip.		NW, Rosie Gomez	
Treasure Coast/Grand Bahama Regatta	Ongoing. Met with Treasure Coast and GBI staff to prepare a proposal.	Invite all sailing clubs to participate, work with festival committees in TC & GBI.	NW	
Develop/update sales calls patterns - North Dade/Palm Beach/FL. West coast	Completed.		NW	
Adelphia Cable Promotion	Ongoing. Tiffany Jackson is waiting for her Manager to approve her proposal, and will forward for our review.		NW	
Florida Keys Travel Expo/Sea The World Travel	Pending. Requested barter to include as destination update and seminars on diving, boating & fishing, in addition to a "register to win" for an Out Island stay. Exposure to include inserts in local newspaper and on radio. Awaiting a response from the agency.	Follow-up with agency.	JM	
Community Redevelopment Association of Boyton Beach - Multi-Cultural Carnival	Pending. Requested a Junkanoo group - referred them to Bah. Junkanoo Revue. Price quoted by BJR was beyond budget - will use local group of 4 persons. Bahamas can have a booth at no cost.	Follow-up with CRA regarding booth space.	JM	
Grand Bahama Fam Trip - BTO Staff	Completed. GBI/TB hosted a destination presentation for all staff, followed by a fam trip. In receipt of a few trip reports from participants - awaiting others for a comprehensive report to submit to GBI/TB.	Submit report on the fam trip.	PS	

HC Ventures - Tallahassee	Pending. Contacted by Kemuel Cox, a Bahamian resident in TLH. Owns a care dealership and limo service. Interested in joint promotions with BTO on a barter basis.	Referred to JG	JM/JG	
Get Out Of Town Travel Agency - Exuma Fam Trip	Pending. Get Out Of Town Travel agency owner interested in Four Seasons property. An avid golfer who books clients (golf groups) to Greg Norman courses. Clients include Naples Country Club members.	Follow-up with Nancy on any fams and advise.	JM	
Pleasure Travel Presentation	Completed. Presentation to Travel Club in Pembroke Pines. Poor attendance, however, some interest in The Cat's service to GBI.		CT	
Continental Connection Sales Blitz	Postponed. Wendy Clements was unable to participate. Will reschedule.	Reschedule.	CT	
Continental Connection Inaugural Ceremonies	Completed. Three successful events in GGT, GHB, and TBI. Short ceremonies included remarks from Thomas Cooper, Chairman of Continental Connection, and local government officials (the Hon. Agatha Marcelle and MP Anthony Rolle). Photos taken at each event in FLL and in the Islands for release to local press. Hilda will also forward same to Valarie @ Weber for distribution.		PS, CT, NW, HJ	
BTO Training - Atlanta	Completed. Cecile attended the Atlanta session.		CT	

Meeting with Party Line Cruise Company (Cloud X)	Completed. Met with President and Marketing Mgr. Unveiled plan for the service which will operate between Palm Beach and GBI. Toured the boat - new vessel geared towards a gaming clientele. Expected to begin operations in early Jan. 2004.	Follow-up concerning start-up dates and assist with fan trips and media exposure.	PS, CT, NW	
Comcast Cable	Completed. Spoke with David Lucoff, Marketing Manager. Not interested in bartering for a promotion - looking for hard dollars.		CT	
LA Fitness Promotion	Pending. Spoke with Luis Vega of The Flyer who will arrange a meeting with LA Fitness's marketing staff to discuss	Follow-up with Luis.	CT	
Dillard's Travel Incentive Plan	Pending.	Prepare plan and schedule a meeting.	JG	
National Ass. Of Credit Management Conference	Pending. Awaiting a proposal.		JG	
AAA Travel Incentive Plan	Pending. Meeting scheduled in Jan. 2004 to offer/discuss an booking incentive plan.		JG	
Liberty Travel Awards Reception	Completed. Good attendance, approx. 30 Liberty agents. Four Seasons prize awarded to top producing agent. Nassau, GBI and OI Promotion Boards participated. Good representation from local GBI suppliers.	Follow-up with Christine.	CT	
Darden Restaurants/Bahama Breeze	Pending. Reviewing promotional calendar.		JG	
HOT 105/Bahama Breeze Promotion	Pending. Spoke with Joy Wilts who is very interested in a Bahamas Sweepstakes promotion with Bah. Breeze. Radisson Bahamas is committed to participate.	Follow-up with Joy and confirm/finalize plans.	CT	01/12/04
Orlando Sentinel	Pending. Meeting scheduled in Jan. 2004 to review Spring calendar.		JG	

Florida Panthers Promotion	Ongoing. Declined MOT's participation due to lack of funds. Forwarded proposal to GBI and The Cat - both parties are interested and plan to move forward. Advised Meagan Bradley, Panther's marketing manager, to follow-up directly with them.	Schedule a meeting next Spring to revise the proposal and seek funding in advance of the season.	PS	
Orlando Magic Promotion	Pending. Promotional opportunities with the Orlando Sentinel. Both parties to prepare promotional concept.		JG	1/4/2003

CRM/ISS/REGISTRATION UNIT

2004 MAY 20 AM 9: 52

SE REGION MONTHLY REPORT – JULY 2003

TASKS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Meetings with Consul General to finalize plans for the 30 th Anniversary Independence celebrations	Completed		Jennifer Munnings, Cecile Torrence, Paul Strachan	2003 MAY 20 AM 9:52 CRM/ISS/REGISTRATION UNIT
Radio interview with HOT 105.1 regarding 30 th Anniversary celebrations	Completed		Anita Johnson-Patty, Paul Strachan	
Independence Ball and Church service	Completed		SE Marketing Team	
Introductory meetings with local suppliers/operators	Ongoing – met with Festa Holidays, Alken Tours, Certified Vacations, Grand Bahama Vacations, MK Tours, & Destination Bahamas	Confirm upcoming appointments with GoGo, Liberty Travel, & Our Lucaya	Cecile Torrence, Jennifer Munnings	Ongoing
Meetings with radio stations regarding promotional opportunities	Ongoing- met with HOT 105, WEDR, and Power 96	Awaiting revised proposals	SE Marketing Team	Ongoing
Meeting with promotions partners regarding general market and cultural promotional opportunities	Ongoing – met with Michael Larsen – DOS for Kalik beer	Development of joint promotional campaigns	SE Marketing team	Ongoing
Golf Outing/Cultural Event with Bahamain community in Stuart, FL	Pending – met with Gary Guertin, James Christie, and Betty Aderholdt in Stuart, FL.	Work with Mr. Christie to develop a program to invite members of his “sister” church in High Rock to Stuart for his churches’ 75 th Anniversary	Cecile Torrence	Sept. 12th
SE Regional Staff Meeting	Completed	Follow-up meeting to update on in-market initiatives scheduled for August 5 th .	SE Marketing team	

Create booking incentive for Bahamian community in S. Florida	Pending – met with Alken Tours; agreed to create packages and track bookings.	Meeting with representative from Alken to finalize plans, set-up meetings with local Bahamian associations	Cecile Torrence, Donna Ash, Paul Strachan	August 15th
Arrange site inspection trips for Norma Wilkinson & Helen Mitchell	Completed. Norma – Nassau, August 7-8, Norma & Helen – GBI, August 25-28.	Participation	Jennifer Munnings	July 25
Meeting with George Bradley of Bahamas Florida Express	Pending – Meeting tentatively scheduled the week of August 18th	Confirm meeting for staff presentation/update, & to plan joint marketing initiatives	Paul Strachan	August 8th
Organize sales blitz – Orlando & Tampa	Ongoing	Update agency listings and assign to teams, obtain approval for cash advances from Nassau	Cecile Torrence, Jennifer Munnings, Donna Ash, Paul Strachan	August 8th
Create flyer for American Express Getaway Promotion	Pending	Obtain or create template for flyer	Paul Strachan	August 8th
Organize Supplier Nights in Ft. Lauderdale, Orlando, Atlanta, & Charlotte	Ongoing	Secure invoices from venues	Jennifer Gardiner - Paul	August 15th
Write/create a marketing plan for the SE region	Ongoing	Obtain market intelligence/research info. from various markets	Norma Wilkinson, SE Marketing team	August 15th
Organize travel agent advisory boards	Pending	Select agents, and venues; confirm dates in Nov.	SE Marketing team	Sept. 19th
Set-up in-office presentations with top accounts	Pending	Fax out invitations once updated agency listing is completed	Donna Ash	August 22nd

South East Monthly Status Report: 2003

Project				
Area: South Month: September AUG Prepared By: Paul Strachan				
Status				
Next Steps				
Responsibility				
Due Date				
Introductory meetings with regional suppliers/operators	On-going. Met with Tina Jinks - Mgr. GoGo Worldwide Vacations (FL), Andy Francis - GoGo (TPA), Laura Herring - GoGo (MCO), and Ray Valdes Changes in Latitudes. Discussed the AMEX Promotion.	Follow-up calls, confirm dates for in-office presentations	JG, CT, PS	09/19/03
Research & prepare marketing plan for the SE region	On-going. Marketing staff researched & submitted info for the respective territories. Additional components needed to complete the plan.	Add needed components.	CT, JG, JM, NW	08/24/03
New York Times Travel Show	Completed	Prepare tentative proposal	JG	08/20/03
Sales Blitz Orlando/Tampa	Completed - met with top accounts, qualified account listing, promoted GBV service, and the AMEX promotion. Most agents were unaware of the promotion.	Follow-up on agents requests, update agency profiles	JG, JM, CT, NW, DA, PS	
Meetings with receptive operators	Completed - met with AccessUSA regarding Florida/Bahamas initiatives	Follow-up next month	JG	08/19/03
Liberty Travel Agency Incentive	Completed - met with Christine Panouch, District Manager. Will participate in a Bahamas Incentive program. Agent that sells the most room nights b/tw 09/31 - 10/31 will receive award at dinner/mini trade show in Nov. Will target Four Seasons for grand prize. Bahamas updates and fam trips are scheduled at all Liberty Travel locations to support the incentive.	Conduct office presentations, arrange fam trips, confirm grand prize.	CT	09/12/03
Liberty Travel In-office presentation- Boca Raton	Completed. Joint presentation with DonnaJean (OIPB). Agents very interested in Four Seasons. Clients have very little interest in GBI and OI - seeking more land packages. Demographics in this area is changing - no longer seniors - YUPPIES are now moving into the area. AMEX promotion - slow; agents are confused about start/end dates and extensions. Urgent need for fam trips to GBI & OI - available dates - 10/27 & 11/23.	Organize fam trips to GBI & Abaco	CT	09/26/03

Florida Panthers Promotion	Joint efforts to enhance numbers at their games. Would like to meet BTO sales team.	Meeting scheduled for Tuesday, Sept. 16 @ 10:00am - Office Depot Center, Sunrise, FL.	JM	09/10/03
BTO Orientation	On-going.		NW	
Actors Playhouse - Reach for the Stars Promotion	Received proposal for 2003/2004	Decide on \$5000 or \$20,000 level of participation & advertisement in Showbill.	JM	09/18/03
Meeting with Adelphia Cable TV	Met with Patrice Spychalla - Promotions Manager regarding joint promotional opportunities. Discussed joint promotions with Breast Cancer Month, SunFest, and Broward County Fair.	Follow-up discussions and proposals.	NW, PS	09/30/03
BTT Inquiries Update	Continuing to receive requests for the program from travel agents.	Send SSG	JM	Ongoing
Rick Case/LITE FM radio Customer Appreciation Day Promotion	Sept 6th - full day customer appreciation event followed by a concert in the Office Depot Center. Event confirmed and barter completed. 10X10 booth next to LITE FM. Royal Oasis, Sheraton Grand, & CC Gulfstream will provide prize giveaways. Promotional value \$18,000. 30,000 consumers expected.	Secure brochures & flyers	JM	09/05/03
Familiarization Trip - Nassau & Grand Bahama	Completed. Toured and experienced hotels & attractions in the destinations.		NW	
WLRR Lie Rock 99.3/Weddings of a Lifetime	Completed. July 13-19. Live remote broadcast from Sandals Royal Bahamian.		JM	
Wet N Wild Promotion	Completed. Summer promotion (July/August). 4 three night stays at Pelican Bay & 8 Gulfstream certificates in exchange for publicity on rack brochure.	Waiting for feedback and numbers	JM	09/30/03

South East Monthly Status Report: 2003

Area: South

Month: September

Prepared By: Paul Strachan

Project

Status

Next Steps

Responsibility

Atlanta Sales Blitz/Presentations	Completed. Approx. 80 sales calls on Delta Air Lines' top accounts. Jennifer Gardiner and Cecile conducted seven (7) in-office presentations. Trade-show style presentations at Air Trans' and Delta Air Lines' Reservations Centers - 300 res. agents at Air Tran, 1100 agents at Delta Air Lines.	Follow-up calls on top accounts	JG, JM, CT, PS
Develop travel packages for Bahamian community in Florida to travel to the Bahamas in general, and for special events. Create an incentive program to encourage bookings.	Spoke with Angela Cleared regarding dates for the Heritage Festival. Unable to confirm if the festival will occur in 2004 - asked that she be contacted next week.	Follow-up with Angela and Alien Tours.	PS
Delta Vacations Product Launch	Confirmed that GOBI will pay for the booths at all seven (7) shows. Betty will advise which show require the BTO's assistance. Confirmed Jennifer Gardiner's attendance at the Atlanta show.	Follow-up with Betty regarding BTO's participation in shows outside the SE region.	PS
Meeting with Renaissance Integrated Marketing Corp.	Met with Brett Conliffe, CEO of RIC, regarding joint promotions with his corporate clients. He facilitated a meeting with officials from the Altius Group, the advertising agency for the NASDAQ Tennis tournament. Proposed the purchase of a booth at the annual Mega Success Seminar conducted by Les Brown.	Awaiting proposal from Altius Group for tennis tournament. Evaluate proposal for Mega Success Seminar.	PS

10001010151023/051/1003
25:6 IN 02 JAN 1002

Meeting with Caribbean Life Magazine	Met with Tony Dakota, Publisher. Interested in promoting festivals in the Bahamas in his publication which has the largest readership of consumers of Caribbean decent in South Florida. Advised that his publication might be a venue for promoting the Heritage Festival in conjunction with Alken Tours.	Will follow-up with Tony after confirmation of dates on the Heritage Festival, and negotiations with Alken Tours.	PS
Presentation to BTO staff - Bahamas Florida Express	Completed. George Bradley, Chief Marketing Officer, and his sales staff provided a comprehensive presentation on their product to the entire staff. Will forward invitations to a cocktail reception on Oct. 30th on board the ship.	Attend cocktail reception/site inspection of the ship.	SE Regional team
Meeting with BTO-Plantation Department Heads	Completed. Each manager provided an overview of tactics in their respective departments for the remainder of the calendar year. Discussed & finalized procedures to improve office operations. All agreed to support the AM's and Office Manager's efforts to manage the office.	Schedule next meeting next Quarter.	PS, MM
Solicitation of regional Consumer Promotions	On-going. SE Marketing team continues to make contact with various potential marketing partners. Proposals forthcoming from Florida Panthers, Miami Dolphins, Bass Pro Shops, Bacardi, City Furniture, Comcast Cable and Dillard's.	Follow-up with proposals.	JM, JG, NW, CT
Florida Panthers Promotion	Pending. Joint effort to enhance numbers at their games. Would like to meet with BTO sales team to discuss.	Confirm meeting date.	JM
Actors Playhouse Reach for The Stars Promotion	Confirmed. Will participate at \$5000 level.	Confirm which hotels will participate. Participate in monthly events at the theatre.	JM

Key West Goombay Festival 2003	Pending. Bahamas invited by Coral City Elks, the organizing group, to participate in the flag exchange, and to set-up a booth. We understand that the MOT will provide a band - Fred Ferguson will provide details. Additionally, Abaco Roots Heritage committee were invited by Veronica Stafford (organizer for next year's event) to view the festival & plan for the exchange program for Island Roots Festival in Abaco in May 2004. (Green Turtle Cay/Key West Sister city).	Confirm level of participation.	JM
BTI Inquires	Ongoing. Continuing requests for the program from travel agents.	Confirmation from MOT on the status of this program.	JM
Power 96/Dolphin Mall Promotion	Completed. Sept. 22 - Oct 4. Secured barter for a 2 week online register to win for a Bahamas Trip. E-blast to database of over 106,000 clique members & banner advertising on Power 96's website. Consumers were also able register for the trip a booth, including signage at the Dolphin Mall.	Confirm trip giveaway with CC - air to Nassau, and 2 nights (EP) at Radisson Cable Beach. Secure 3 logos for Power 96's web site.	JM
Wet N Wild Promotion - Update	Completed. Summer promotion (July/August). 4 three-night stays at Pelican Bay & 8 Gulfstream certificates in exchange for publicity on rack brochure. Distributed in the park- approx. 480,000 consumers visit the park each summer	Waiting for feedback and numbers	JM
Organize blitz sales calls patterns for Metro Atlanta	Completed.	Maintain listing	JM

CTO Dinner - Sept. 9	Completed. Sponsored by Jamaica Tourist Board. Presentation focused on Jamaica.com, promoting villas, golf & their Jamaica Specialist Program in 2004. Reps are all home based, and must spend a minimum of 4 days on the road. All inside support will be coordinated from their S. Miami location. 80 persons attended the dinner including 4 hoteliers from Jamaica, JRS, & JM Vacations. Presenters gave a 2 minute update; 5 minute destination video. Agents commission is at 13%	JM	CRM/ISS/REGISTRATION UNIT 2004 MAY 20 AM 9:53
Peninsula Trade Shows	Did not participate, but organizers would like payment. Will send a letter.	Follow-up with show organizers.	JM
Liberty Travel In-Office Presentations - Coral Springs/Sunrise/Pembroke/Delray and Davie.	Agent excited about incentive. Also interested in The Cat - gives their clients another option in traveling to GBI. Nassau/PI - top destination for TIOTB. Major competition for this period is from cruises followed by Dominican Republic.	Follow-up on incentive - decide on venue for award dinner. Fam trip to follow.	CT
GoGo Worldwide Vacations - FL	In-Office presentation - 9 agents - interested in learning more on the Out Islands, however, Nassau/PI was the most requested.	Keep agents updated.	CT
Marketing Plan - SE Region	Pending. Updated plan lost due to computer theft. Re-write underway.	Completion	SE Marketing Team
City of Hope Walk to Cure Breast Cancer	Walk in Orlando 9/14 drew 1,100 participants and \$70,000 in donations - organizers pleased with results. Aventura walk is scheduled for Oct. 14.	Collect completed forms for registration. Have Bahamas t-shirts printed and distributed.	CT
GBI Day-Certified Vacations	Completed. Trade show style presentation and breakfast/lunch to Certified Vacations' reservations agents. Participating hoteliers impressed with format. Nine (9) GBI hotels/attractions in attendance.		CT, NW, PS

Destination Bahamas	Cecile escorted Norma for a site inspection and staff introductions. It was mentioned that DB will be pulling out at the end of the month.		CT, NW
Meeting with Adelphia Cable TV regarding promotion with SunFest	Follow-up meeting scheduled on 10/13 to finalize details.	Confirm meeting with Patrice Spychalla	NW
Harbour City Travel & Tours Show	Consumer show targeting the seniors-market. Committed and paid for booth (\$100) last year. Will not participate in this year's show (expenses to travel to Melbourne). Solicited industry partner & secured grand prize. Brochures forwarded for distribution at the show.	Follow-up on results of the show.	JG
Sales Calls - Altomonte Springs/Orlando	On-going	Follow-up with requests from travel agents.	JG
Florida Classic Promotion	Awaiting proposal from event organizers	Follow-up on status of the proposal.	JG
Central Florida Bride Magazine	Secured centerfold advertisement in central Florida's only bridal magazine. Distribution of 35,000, distributed at bridal and gift registries at Dillard's, Bloomingdale's, Burdines and specialty bridal stores. Secured a 6 day/5 night package at the Sheraton Grand Resort with UP, in exchange for the centerfold ad. Other components of the promotion include: logo placement and listings on cfbride.com (with links to bahamas.com), editorial in the July issue, and access to their monthly database of prospective couples.	Follow-up all advertising linked to this promotion.	JG

CRM/SS/REGISTRATION UNIT

2007 MAY 20 AM 9:53

South East Monthly Status Report: 2003

Area:		Month:	Status	Next Steps	Responsibility
ASTA/CTO Dinner		South	October	Prepared By: Paul Strachan	
ASTA/CTO Dinner	Completed. Approx. 900 travel agents in attendance. Bahamas décor throughout the room. Bridgette delivered a breif presentation, followed by giveaways. Insufficient food - food ran out with the first hour of the event.				PS, CT
ASTA -SE Chapter Kick-Off Dinner - 10/21	Completed. Approx. 400 travel agents. Remarks given by Jan Hammond, local chapter President.				CT, JM
Florida Panthers Promotion	Pending. Met with Bob Ohrablo, Corporate Sales Manager, and Megan Bradley, Sales Manager to discuss sponsorship opportunities with TIOTB. A subsequent meeting was held to submit and review a comprehensive proposal.			Forward proposal to Janet for review and approval.	JM, PS
Group Solicitation Training	Completed. Maxine Lockhart conducted the workshop with details/tactics for soliciting groups and working with meeting planners.				CT, JM, PS, JG, NW
MCO/NAS Fam Trip	Pending. Coordinated a fam trip with UP and Sheraton Grand for 10 agents. Jennifer G. will escort the trip.				JM, JG
Continental Airlines Reception - Newark	Completed. Assisted GBITB with rsvps for travel agent reception in Newark to launch CO's new service to GBI commencing 12/17.				JM
MOT General Staff Meeting	Completed.				All staff
Bahamas Florida Express Sales Blitz	Completed. Assisted be coordinating and providing sales call patterns. We were unable to participate due to their late request and previous commitments. Donna Ash assisted with calls for one day.				JM, DA
Bahamas Florida Express Reception	Completed. Reception to launch new service on The Cat. 500 persons in attendance.			JM, NW, PS, CT, JM, NW	

JM, NW, PS, CT, JM, NW
 10/21/03 10:00 AM
 10/21/03 10:00 AM

Key West Goochbay Festival 2003	Bahamas had a presence at the festival with entertainment by the Spank band and Sweet Emilly. BTO unable to participate due to a lack of rooms in Key West during the event.		JM
Miami Herald Show	Pending. Completed proposal review and forwarded invoice for payment.	Keep SE Team apprised of developments and coordinate plans for the show.	JG
SE Marketing Plan	Completed.		JG, CT, NW, JM, PS
Harbour City Travel Open House	Pending. Event scheduled for Nov. 6th. Bahamas collateral shipped along with info on Discovery Cruise Lines.	Follow-up after the show.	JG
GK Travel Center Caribbean Night	Completed - Summerton, SC, 10/19. Supplied giveaway items, door prizes, and brochures. Approx. 175 guests.	GK advised that the event was successful. 2 cruise groups booked (NAS & GBI) booked for May 2004	JM
Delta Vacations Travel Show	Completed. Show was well attended - approx. 170 agents. Disney dominated the show with 1 hour pre-show seminars. Delta Vacations' presentation was very informative - new service to GBI was a major part of the presentation.	Provide a contact/show report for GBTB.	JG
Orlando Wedding Guide	Completed on 10/15. Monthly luncheon held @ Heathrow Country Club. 130 persons on attendance - travel agents, event planners, bridal stores, etc. Jennifer was able to uncover a co-op opportunity with Go Travel for participation in The Spectacular Bridal Show, Feb 2004. Bartered weekend giveaway with Sheraton Grand and UP.	Confirm details of participation in the Spectacular Bridal Show; advise Sabrina Huyler-Ramsey	JG
Ft. Lauderdale Boat Show	Completed.	Follow-up on leads generated at the show.	NW
ASTA World Congress	Completed. Cecile and Norma attended general sessions and participated in the trade show.		NW, CT
Adelphia Cable Promotion	Pending. Awaiting proposal from Patrice Spychalla regarding participation in Chris Evert Tennis Tournament and a Volvo dealership promotion.	Follow-up with Patrice.	NW

SunFest	Pending. Met with Stacey Halpin, Sponsorship Manager. Discussed sponsorship possibilities, creative third party promotions, Junkanoo entertainment, and booth space at the event. Awaiting proposal.	Follow-up with Stacy regarding the proposal.	NW
Mega Success Seminar	Completed.		NW
Infinity Broadcasting Corp. Radio Promotion	Pending. Met with Takecia Wymbs, Promotions Manager, X-102.3FM. Proposed a live remote broadcast from GBI along with SUNNY 104.3FM. Very interested in our proposal for May 2004.	Meeting scheduled for 11/18 to discuss proposal.	NW, PS
Flahanna Fest 2004	Pending. Met with Tom Colucci -Director, Sports & Entertainment, Treasure Coast, & his assistant Frank Slifak, along with Gary Guertin, GM - Pirates Cove Resort. Discussed the idea of a festival, April 16-26 2004 in the Treasure Coast & GBI to include windsurfing, sailboat competition, softball, and golf.	Follow-up meeting scheduled for 11/13.	NW
City Of Hope - Aventura	Completed. Team Bahamas once again participated in the City of Hope's 5K Run/Walk. Our Lucaya, The Royal Oasis and Discovery were the major sponsors for the drawing at this event. Over 500 participants.		CT
NTS - Greensboro-NC - Oct. 14	Completed. Good show - approx. 96 agents participated. Several questions about The Cat which gave the impression that they will book from this area.	Send list of agents to The Cat for mailings	CT
NTS - Greenville-SC - Oct. 15	Completed. This show was also well attended - approx. 106 agents. Here again much interest in The Cat ferry service. Agents also expressed the need for fans.	Will work with Ken Cohen, GBV, Sales Manager for the Carolinas on upcoming fans.	CT
NTS - Columbia - SC, Oct. 16	Completed. The first time this trade show was scheduled around lunchtime. Participation was low, - only 12 agents. NTS probably won't schedule this city in next years' shows.	Follow-up on agents requests.	CT

NTS - Charleston - SC - Oct. 16	Completed. Another disappointing show - approx. 35 agents attended. This area is a major challenge for TIOTB with no direct air and major cities so far away. Atlanta is a 6 hour drive and Raleigh is a 4-5 hour drive. There was some interest expressed in The Cat ferry service.	Follow-up on agents requests.	CT
NTS - Raleigh - NC - Oct. 17	Completed. Again participation of agents was very disappointing for this city. This may be due to the fact that the show was held on a Friday evening.	Follow-up on agents requests.	CT
Discovery Cruise Lines Reception - Oct. 29	Completed. Held at the Westin Diplomat. 85 agents in attendance. Updated agents on commissions & booking bonuses. Betty Bethel delivered a destination update. Good networking opportunity.		CT, JM
Site Inspection of Cloud 10	Pending. Cecile spoke with Ken Johnson who is now working with Cloud 10, he will negotiate hotel contracts. Has invited the BTO to do a site of the vessel.	Follow-up with Ken.	CT

10/10/19 15:33 / 501/1820
 05:06 PM 02 JAN 1992

MIDWESTERN AREA STATUS REPORT - JUNE/JULY 2003

TASKS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
June 2 Preparation for Orientation for MOT/BTO Personnel	Completed	Meeting room arrangements/refreshments	R. Robinson/M. Starr	July 4
June 2 - Trade Show Task Force Conference call	Completed	Task force members reported on their assigned tasks. Next meeting set for Chicago, June 16	V. Kelly, W. Rolle, B. Bosfield, D. Watson, M. Lewis	June 16
June 3	Pending	Collect names, Bios etc. for prospects for local travel advisory board	K. Manouzi L. Bubb	Aug 4
June 3 Plan Meeting with Prime Minister and Dr. Brenda Hague	Completed	Presentation of proclamation to Prime Minister on behalf of citizens of Wayne County Detroit on our 30 th anniversary of independence. Group to travel Detroit/Nassau 7/7-11/03	L. Bubb	July 7
June 3 Experience Task Force	Completed	Formulating power point presentation for Experience fam trip	K. Manouzi	July 18
June 3 Experience Task Force	Completed	Create Fam trip booklet for agents participating in experience fams	K. Manouzi	July 18
June 3 - Preview Task Force	Completed	Task force meeting to discuss design/décor and get pricing. Awaiting budget approval	K. Manouzi, L. Cooper	Oct. 2003
June 4 - Orientation for C.Higgs. R. Mayers, B. King	Completed	Orientation meeting held in BTO conference room. Staff updated on some new MOT procedures/staff changes.	Staff	
June 8-9 Grand Bahama Vacation Blitz	Completed	Blitz of retail travel agents in Cincinnati and Cleveland in support of Grand Bahama charter	L. Bubb and GBV Reps.	
June 10-12 Preview Task Force	Completed	Meeting in Florida to finalize plans for upcoming Preview shows	K. Manouzi, L. Cooper	Oct. 2003

June 13 – Tour Operators	Completed	Called all tour operators/airline partners in Midwest regarding their fall activities requiring BTO participation	V. Kelly	
June 16 Trade Show Task Force Meeting	Completed	Meeting to finalize list of trade shows for all BTOs for the period July 1, '03-June 30, '04	V, Kelly, B. Bosfield, D. Watson-Joyner, M. Lewis	July 2
June 17 – Air Jamaica Golf Outing	Completed	Networking opportunity with Air Jamaica top producing agents	L. Cooper	
June 18- 20 - Vacation	Completed		V. Kelly	
June 23 – 29 – Vacation	Completed		M. Campbell	
Budget – COE Applications	Completed	Completed and forwarded to Nassau all operator expense COE's	R. Robinson, V. Kelly	
July 1 – 2 – Marketing Meeting New York	Completed	Sales & Marketing Meeting with Deputy Director Marketing. Area Managers submitted National Task Force plans and discussed objectives for next 6 months. Plans presented by P. Strachan & S. Johnson. Midwest and West plans pending	V. Brown, V. Kelly, G. Johnson, P. Strachan, S. Johnson	
July 7 – 11 Vacation	Completed		V. Kelly	
July 9 – Meeting with Prime Minister	Completed	Members of Detroit based church – Dr. Brenda Hague (Director of Baptist Outreach in Detroit) et al paid courtesy call and presented Prime Minister Christie with Proclamation of congratulations on our 30 th anniversary of Independence from the citizens of Wayne County. Dr. Charles Saunders also in attendance. Opportunity arranged by Lurline Bubb.	V. Kelly	

July 10 – State Reception	Completed	Attended Independence State reception with Dr. Hague et al compliments of Prime Minister Christie. Pictures taken aired on ZNS TV.	V. Kelly	
July 14 – 18 Computer Training	Completed	Power Point, Excel and Access training conducted by Vivian Smith of BTO Florida. Vivian is very computer savvy and transferred this knowledge in a manner that was very easy to follow by staff. (L. Bubb did not attend as requested advance was not received in time. I would suggest that if budget permits, that Lurline is allowed to attend any future classes that Vivian might be conducting at other BTOs.)	Staff	
July 15 – ASTA Meeting	Completed	Golf outing at St. Andrew's Golf Course in Rockford, IL. Opportunity to network with ASTA members.	K. Manouzi, V. Kelly	
July 16 – Staff Meeting	Completed	Discuss marketing objectives for the next month	Staff	
July 17 - Casual Day	Completed		L. Cooper	
July 17 – 18 Casual Day	Completed		M. Starr	
July 21 –22 – Supplier Nights	Completed	In office – finalize plans for Supplier Nights, Chicago, Detroit and Cleveland. Gathering invoices, coding for payment and forwarding for payment. Awaiting payment.	V. Kelly, L. Bubb	Aug 20 – Detroit, Aug 21 Cleveland Aug 27 Chicago
July 23 Tour Operators	Pending	Contacted Tour Operators regarding Bahamas product Updates. Apple Vacations confirmed. Still awaiting confirmation from MLT and Funjet	V. Kelly	August 12

In-house Seminars	Completed	Arranged in-house seminars for AAA Michigan and Cincinnati	L. Bubb	Sept. 9
Air Jamaica	Completed	Sponsored premiere showing of Pirates of The Caribbean at McClurkin Theatre downtown Chicago	K. Manouzi, L. Cooper	
WBIG Radio Station	Completed	Radio Station sponsored a cruise night in Westmont to attract consumers for a cruise to Bahamas.	L. Cooper	
July 24 - Casual Day	Completed		K. Manouzi	
July 24 - 25 Casual Day	Completed		L. Bubb	
July 24 - 27 - Freeport	Completed	American Trans Bureau Conference - 264 pax - 190 agents others family & friends. Assisted with on-island facilitation of group.	L. Cooper	
July 29 - Grand Bahama Vacations	Pending	According to Cindy Barclay, GBV Indiana based Rep. plans are to resume Mil waukee/GBI seasonal service mid-December to mid-May. Service will depart Tuesday/Friday. BTC Midwest's assistance was requested with a proposed blitz for the week of August 25 in support of this service.	V. Kelly	
July 28-August 1 Vacation	Completed	Cindy further stated that the CVG/GBI service was the top performer year-to-date of all GBV's markets. I have requested back up figures	M. Starr	
July 28 - Aug 3 - EAA Venture Show		EAA Venture Show, Oshkosh, Wisconsin. This 7-day show attracted some 7700,000 consumers - mostly private plane flyers/owners as well as top aviation and transportation officials.	L. Cooper, K. Manouzi, V. Kelly,	

WESTERN AREA STATUS REPORT – AUGUST/SEPTEMBER, 2003

Submitted by: Virginia Kelly

TASKS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Aug. 11 - Apple Vacations	Completed	Participated in Apple Vacations' Employee Appreciation Day. BTO sponsored 3-legged race and egg & spoon race. Secured prizes from hotels in Apples program – est. 150 consumers.	Staff	
Aug. 13 - Apple Vacations	Completed	Conducted Reservation Staff product update before peak booking period.	V. Kelly K. Manouzi	
Aug. 20 - Sandals Ultra Convention –	Completed	Participated with Sandals Resort in their day-long convention – trade show and seminars.	K. Manouzi, L.Cooper	
Supplier Nights	Completed	All Supplier Nights were cancelled – Detroit, Cleveland, Chicago.	V. Kelly	
Sept. 2 – 5 Sales Blitz/travel agent seminar	Completed	BTO partnered with Delta Comair and Blue Grass Airport of Kentucky to conduct a blitz and seminar in Kentucky. Blitzed agents in the Lexington and Louisville metro areas – 80 – 100. (5 joint teams – Delta Vacations, Delta Comair,	V. Kelly K. Manouzi L. Bubb L. Cooper	

CRM/ISS/REGISTRATION UNIT
27th MAY 20 04 AM 9:53

			Sandals & BTO). Agents also brought some of their clients to the seminar.		
Marketing Activities	Pending		Follow-up with group leads received at BTO/Delta seminar. Wedding group of 80 and student group of 30 plus, 2004 going to Freeport	L. Bubb	
Sept. 8- Apple Vacations Product Launch	Completed		Participated in Apple's Product Launch, Milwaukee, WI - approx. 600 agents att.	V. Kelly K. Manouzi	
Sept. 9 – Apple Vacations Product Launch	Completed		Participated in Apple's Product Launch in Chicago – approx. 900 agents att.	V. Kelly K. Manouzi L. Cooper M. Campbell	
Sept. 10 – Apple Vacations Product Launch	Completed		Participated in Apple's Product Launch, St. Louis, MO – approx 300 agents att.	V. Kelly L. Cooper	
Sept. 12 – Apple Vacations Product Launch	Completed		Participated in Apple's Product Launch, Detroit, MI – approx 450 agents att. Several agents interested in fam trip to Nassau. Will work with Northwest Airlines to provide air.	V. Kelly L. Bubb	
Sept. 11 - American Express Travel	Completed		Conducted breakfast presentation	K. Manouzi	
Sept 11 - AAA Travel, Chicago.	Completed/Pending		Luncheon meeting with travel manager to discuss opportunities to promote increased bookings. Agreed upon mailing to AAA		

		members. Details to follow		
Sept. 15 -AAA Travel, Naperville, IL	Completed	Hosted Bahamas presentation	K. Manouzi	
Sept. 16-18 - IT ME	Completed	Participated with MOT, NPI PB hoteliers and OIPB hoteliers at 3-day show	V. Kelly K. Manouzi M. Campbell	
Sept. 19 – Fly Fishing Show/Presentation	Completed	Participated with Earl Miller (OIPB). Approximately 75 members of Fly Fishing Club of Cleveland attended. Members invited on a fly fishing trip to OI in 2003 or early 2004. Ohio is an excellent out-door/light adventure market.	L. Bubb	
Sept. 19 – Meeting	Completed	Arranged with Darlene Wilczek, President, Awesome Vacations to provide brochures and Bahamas plastic bags for golf outing – approx 100 golfers .		
Sept. 22 – 25 - National Trade Shows	Completed	Grand Bahama Vacations shared Bahamas Booth and gave a trip at each show. Cincinnati – 85 agents Columbus – 105 agents Cleveland – 132 agents Akron – 85 agents	L. Bubb	
Sept. 26 – Marketing Calls	Completed	Marketing calls made on 4 Bahamas Specialist agencies in N. Olmstead & Cleveland	L. Bubb	

Sept. 24 – 26 South Ocean Beach Resort	Completed	Made joint marketing calls with Sales Director on top Chicago area accounts to generate business to Nassau & South Ocean Beach Resort.	K. Manouzi	
Superior Travel, Davidson, MI Meeting	Pending	Met with Director of Sales & Mktg. to discuss increased business to TIOTB (4 locations in Detroit metro area.) Decided on radio talk travel show 30 day promotion to run Nov. '03. Listeners call in during live show to win Bahamas trip. Drawing live on the broadcast. Listeners also encouraged to stop of any of the 4 Superior Travel locations to register to win.	L. Bubb	
ATA In-house Presentation	Pending	Confirmed in-house presentations for ATA's res. Staff and Sycamore Travel, Indianapolis, IN – Oct. 28-29	L. Bubb	
Chicago Sun Times	Completed/Pending	Met with Jim Stockwell, to discuss advertising/editorial opportunities in Chicago Sun Times. This paper has a Sunday readership of some 1,600,000 adults with the capability of driving consumers to the Milwaukee and Detroit flights. Details	V. Kelly M. Campbell	

		to follow.		
Passport Incentives & Meetings	Completed	Assisted with group of 142 to Atlantis in Dec. 2003. Mailed brochures.	L. Cooper	
Telemarketing	On-going	Continue to update Chicago area travel agent listings for mailings etc. Many agencies have closed or merged.	L. Cooper	
Sept. 29-Oct. 1 MLT University	Completed	Participated in MLT's Product Launch Sept. 30 – Oct. 1. Bahamas had a total of 8 booths with all of the major Nassau hotels participating. BTO assisted with 2 presentations per day over the 3-day event, averaging 45 agents per seminar. A Policeman was brought in compliments of NPIPB. Agents attending seminars given an opportunity to win prizes and have a souvenir picture taken with police officer.	V.Kelly K. Manouzi M. Campbell, L. Cooper	
Bahamas Tourism Institute	Pending	Agents continue to enquire about BTI Specialist program as they are no longer receiving leads. Several still interested in signing up.	CRM/ISS/REGISTRATION UNIT 2004 MAY 20 AM 9:53	

MIDWESTERN AREA STATUS REPORT – OCTOBER, 2003

Submitted by: Virginia Kelly

TASKS	STATUS	ACTIVITY	RESPONSIBILITY	DUE DATE
Oct. 8 – Monthly Meeting	Completed	Attended Chicago Chamber of Commerce Monthly meeting. Networking opportunity with community leaders.	V. Kelly	
Oct. 8 – 10 Staff Meeting	Completed	Attended MOT general staff meeting in Plantation, FL	Staff	
Oct. 13 – Presentation	Completed	Bahamas hosted South Surburban Travel Professionals dinner meeting – 65 trade attended. This is an organization of travel professionals with a membership of approx. 150.	K. Manouzi	
Oct. 14 – GBV Product Launch	Completed	Participated with Grand Bahama Vacations in their Product Launch est. attendance 200 agents. GBV will be starting non-stop flights (Tuesday, Friday departures) Milwaukee /Grand Bahama commencing December 23, running through May 28, 2004..	V. Kelly L. Cooper	
Oct. 23 – In-house Presentation	Completed	BTO hosted in house presentation/training session for agents. 1 agent will be traveling to GBI on upcoming fam trip from Milwaukee.	K. Manouzi	

2004 MAY 20 AM 9:53
CRM/ISS/REGISTRATION UNIT

		<p>(The new owner of this agency is Russian with a Bahamian connection – her son-in-law is from Andros – and she and several of the other agents have participated in fam trips to GBI in the past. This connection can work in our favor as we seek to tap into her Russian clientele.)</p>		
<p>Museum of Science Christmas Tree Decoration</p>	Completed	<p>BTO partnered with the Museum of Science in their Christmas Around The World program and Holidays of Lights Exhibit for the second year. This program is a museum tradition and has been in existence for 62 years – the goal is to teach visitors how other countries and cultures around the world celebrate Christmas. The trees will be on display Nov. 21 – January 5, 2004. The event is very heavily promoted with radio, newspaper and TV ads. A brochure designed for this program is placed in all Chicagoland tourism info centers, hotels and schools – great PR/Exposure for TIOTB. BTO provided 7 large “Junkanoo ornaments – 15”</p>	K. Manouzi, Staff	

		diameter" that were hand-made by staff for display on the Museum's tree. (2 pieces will decorate tree at Hyatt Regency hotel downtown Chicago.)		
Meeting – Ambassador Travel Club/ATA	Ongoing	Met with Bill Sharp, Product Manager. Ambassador runs charter trips for their 80,000 plus members which they promote directly. They plan to include outside travel agents in the booking process. They plan 2 trips to GBI and NAS next year. Will advise once we have confirmed how BTO will work with them in promoting these trips.	L. Bubb, V. Kelly	
In-house Presentation - Indiana	Completed	Hosted in-house presentation for Ambassador res. Staff – 15 agents. Agents noted that TIOTB has a very negative image in Indiana. We were able to dispel some of this as well as a few of the res staff had visited TIOTB in the past 2 years.	L. Bubb, V. Kelly	
Sycamore Travel, Indiana	Completed	Conducted in-house presentation – 10 agents. Agents indicated that TIOTB is not one of their top sun destinations, but has the potential. Also indicated that consumers not very		

		knowledgeable about our product and that we should advertise thru radio, TV and major and local newspapers as well as host agent fam trips – translated into increased bookings.		
Oct. 5 -T.A.T.A. – Consumer show	Completed	Participated in consumer show – approx. 400 attended. Several consumers indicated interest in visiting Atlanta this Winter. Delta Vacations provided special show package. Delta Airlines have connecting flights from Toledo/Cincinnati/NAS.	L. Bubb	
AAA – In House presentation	Completed	Conducted in-house presentation – 14 agents. Gave general Bahamas presentation. Manager very interested in having us return to conduct Grand Bahamas and Family Island Seminars.	L. Bubb	
Sales Blitz	Completed	Finalized plans for Sales Blitz in support of Northwest flight return – DTW/NAS Prepare call patterns for teams.	L. Bubb	Nov. 2-7
WGPR – Radio Station	Completed	Met with Carol Turner to discuss radio promotions in Detroit. Dates of promotions, etc. will be confirmed in meeting with Area Manager – Midwest	L. Bubb	Nov. 3

Groups	Completed	Spoke with Kay Evans regarding 4 groups traveling to GBI in November and December, 2003. Kay to follow up with agents.	L. Bubb	
Oct. 27 – Trade Show	Completed	Attended Delta Vacations 2004 Product Launch, Cincinnati – est. 150 agents.	R. Robinson	
Sales Calls	Completed	Promoted GBI & GBV charter on calls. Agents indicated that their clients would travel to Milwaukee to take flight to GBI. Most of their clients stay at Atlantis, Sandals, Breezes. Carlson was adamant and said that they would not sell GBV and only use their preferred suppliers. Will work with confirming dates for product updates for interested agencies.	L. Cooper	
Telemarketing	On-going	Continue to update mailing list of Chicagoland agents. Many agencies have closed or merged with other agencies.	L. Cooper	
Advantage Travel, MO	Completed	Supplied wedding specialists, Donna Beck with brochures for upcoming bridal shows. Will follow up with regards to bookings.	L. Cooper	Ongoing

2004 MAY 20 AM 9:53
CRM/ISS/REGISTRATION UNIT

WESTERN AREA STATUS REPORT - NOVEMBER 2003

SUBMITTED BY: VIRGINIA KELLY

TASKS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
Nov. 3-7 - Detroit Blitz	Completed	Agents in Detroit and Toledo, Ohio blitzed - 250 total - in support of Northwest's daily non-stop flight DT W/NAS, running Dec. 17 thru April 30. Radisson, Hilton and Sandals also participated. Agents very enthused about the return of program and asked that we consider year-round service. Some agents reported on incidents of bad service and said that their clients indicated that prices are too high in TIOTB.	L. Bubb, V. Kelly, L. Cooper, B. Bosfield CRM/ISS/REGISTRATION UNIT 2004 MAY 20 AM 9:54	
Nov. 3 - Meeting	Completed	Met with John Schmidt of Superior Travel to discuss radio promotion. Bartered r/t air on Northwest and accommodations at Radisson and Hilton. Details of 6-week promotion forwarded under separate cover.	V. Kelly, L. Bubb	Nov. 22 - Dec. 20 '04
Cable TV Promotion	Pending	Finalized plans for CableTV promotion in conjunction with Delta Comair, Blue Grass Airport and Radisson Cable	V. Kelly, L. Bubb	Jan. 2004

		in Junior Junkanoo 2004/exchange program. Will present idea during Dec. 13 demonstration.		
Luncheon Presentation	Completed	Get Back Travel. Will maintain contact with Ruth who does most of the Caribbean bookings	K. Manouzi	
Nov. 18 - Meeting	Completed/Pending	Met with Warren Manns and Cook County Treasurer to discuss golf tournament in The Bahamas next year	K. Manouzi	
GoGo Worldwide Vacations	Completed	Met with GoGo's Michigan Manager. This office has merged with the Ohio office. According to Ronnie, business this year is much better when compared with last year at this time. All of her res agents have consistently met their incentive targets this year. TIOTB's main competition is Las Vegas, Orlando and Cancun – price drives the market. The bulk of their passengers are booked on USAIR to TIOTB – best airfare. Grand Bahama continues to be a tough sell from Michigan – not enough name recognition. She has several groups booked to over	V.Kelly, L.Bubb	

[illegible]

			with Tourism officials, Dr. Myles Munroe and other religious and civic leaders attending the conference.		
Staff Meeting	Completed		Attended Staff Meeting in Atlanta	Staff	
Nov. 17 - CTO Road Show/Seminar	Completed		Participated in CTO Road Shows in Troy, MI - 72 agents	L. Bubb	
Nov. 18 - CTO Road Show/Seminar	Completed		Participated in CTO Road Show - Schaumburg, IL - 150 agents	V. Kelly, K. Manouzi	
Nov. 19 - Funjet Vacations Trade Show	Completed		Participated in Funjet Vacations' Trade Show in Chicago, IL	K. Manouzi, R. Robinson, M. Starr	
Nov. 20 - Funjet Vacations Trade Show	Completed		Participated in Funjet Vacations' Trade Show, Milwaukee, WI	K. Manouzi, L. Cooper	
Bahamas Christmas Tree	Completed		Decorated Christmas Tree for display at O'Hare Airport with a Nautical theme. Tree will be on display in the baggage claim area of American Airlines until January 4 - PR opportunity.	Staff	
Marketing Calls	On-going		Made sales calls in Waukegan, Zion and Lake Bluff, IL	K. Manouzi	
Bahamas Presentation	Completed		Made presentation to Eli Whitney School. The 3 rd grade will have a junkanoo parade and Bahamas cooking demonstration December 13. The Principal very interested in having students participate	K. Manouzi, M. Campbell	

		Beach Resort. Details of 3-week promotion forwarded under separate cover.		
Nov. 13-16 Giants Conference	Completed	Attended Giants Conference in Phoenix, AZ Approx 300 agents & 90 Suppliers. Only 4 Tourist offices participated – Bahamas, Canada, Hawaii and Bermuda.	V. Kelly	
Doug Banks Radio Show, National Syndicated Host, Dallas, TX	Completed	Assisted radio station with logistics for live broadcast from the Crowne Plaza Resort, Grand Bahama to their 48 national syndicated stations. Estimated 100 pax come-along, including radio station staff and winners. Interviews conducted with tourism officials, Bahamian historian, entertainers and Crowne Plaza Staff. Have commenced talks with radio station about live broadcast for 2004.	M. Campbell	
ABC Gospel/Rejoice Network Radio Show	Completed	Assisted Radio Show with logistics for Nassau visit. The station hosted a come-along (13 pax) including radio station's staff and winners as well as call-backs from Bahamas Faith Ministries' Leadership Conference to their 46 syndicated US stations. Interviews also conducted	M. Campbell	

WESTERN AREA STATUS REPORT (MAY-JULY 2003)

TASKS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
May 04-11 Relocation to LA office	Completed	Met with staff on individual basis to find out their duties/responsibilities and what their needs were	G Johnson	
May 12-16 Int'l Partners Conference – Atlantis	Completed	To follow up with tour operator partners and put programs in place to generate more business to the IOTB from western USA	G Johnson	Ongoing
May 17-22 Press Trip – Radisson CB	Completed	Articles to be submitted to PR company by participants	G Johnson	
May 26-30 Office Administration	Completed	Working with tour operators/airline partners on airline seats for 4 fam trips in June/July/August, and requesting GBV to blast fax invitation to agents for GBI fam sched for 6/25, along with NTS/BT/BTO sending out invites in those markets	G Johnson	Ongoing
May 27 Conference Call with Experience taskforce	Completed	Discussed details of fams - each member assigned a task – status ref assignments to be given during next conference call	G Johnson/W Rolle/S Johnson/K Manouzi/D Joyner/J Gardiner/V Kelly	June 6 9:54
May 27 Staff Meeting	Completed	Making preparations for visit from MOT/BTO personnel	G Johnson, J Gibson, W Rolle, E Ginton	
June 03 Orientation of LA office/staff by C Higgs, R Mayers, B King	Completed	To coordinate transfer of J Gibson to Atlanta, to update file that W Rolle has requested transfer from LA office, to confirm that E Ginton has agreed to be the PR contact for the West, and to advise HQ if/when LA office has to move to other office space	G Johnson, J Gibson, W Rolle, E Ginton	Ongoing

June 04 Meeting with Bill Gardiner-Nat'l Trade Shows	Completed	NTS shows to be included in calendar along with other trade shows and submitted to V Kelly for approval by V Brown. Also submitting consumer shows to J Johnson for approval	G Johnson/W Rolle/ J Gibson	June 5
June 06 Conference Call with Experience taskforce	Completed	Further clarification and suggestions provided. Reports to be presented during meeting in Chicago.	G Johnson/V Kelly/ S Johnson/D Joyner/ K Manouzi/J Gardiner	June 17
June 09-13 Vacation	Completed	Invited to lunch meeting J Cuffie of People-to-People/Carla Brown of Festival Place/Mia Weech of PR Dept/Renea Knowles of NPIPB to discuss on-island activities for farms	G Johnson	June 12
June 09-27 Vacation	Completed		W Rolle	
June 16-20 Vacation	Completed		J Gibson	
June 17-18 Experience Taskforce Meeting – Chicago	Completed	Taskforce members reported on assigned tasks. G Johnson called and cancelled GBI farm 6/25 with James Turner/Denise Adderley due to lack of agent response. Continuing with other farms in July/Aug. G Johnson also met with BTO Chicago staff and updated them on changes in BTO structure	G Johnson/V Kelly/ S Johnson/D Joyner/ K Manouzi/J Gardiner	Ongoing
June 19-20 Office Administration	Completed	Overseeing details of Experience Farm for July 18-22 (Nassau)	G Johnson	Ongoing

June 23-25 NPIPB Blitz/Seminars – Houston	Completed	C Rose attended Seminar in downtown Houston on 6/23- 80 agents attended. G Johnson/C Rose assisted with blitz on 6/24 and Seminar at Intercontinental Airport-20 agents attended.	G Johnson/C Rose	
June 25 Relocation to L.A office-Whitney Brice	Completed	W Brice using office as base from which to make telephone calls to leasing offices ref appointments to view apartments	W Brice	Ongoing
June 27 & 30 Casual Days	Completed		G Johnson	
July 01-03 Sales & Marketing Meeting – New York	Completed	Discussed and reaffirmed Sales & Marketing objectives, Area Managers' taskforce assignments, & trade shows. S Johnson/P Strachan presented sales & marketing plans for their respective areas. L.A's to be submitted at later date	V Brown/G Johnson/ V Kelly/P Strachan/S Johnson	
July 07 GoGo Reception/Seminar – Las Vegas	Pending	W Rolle approached GoGo about conducting a seminar for their resv staff while we're in Vegas 12/1-2 attending the Luxury Travel Expo	W Rolle/G Johnson	TBA
July 08 Staff Meeting	Completed	Discussed details of Open House, Picnic, and also Farewell for J Gibson. Each person assigned task ref food, entertainment, decorations etc	G Johnson/W Rolle/J Gibson/E Glinton/W Brice	
July 08 Travel Advisory Board Lunch Meeting	Completed	During very first meeting, suggestions offered as to how best to utilize resources to generate interest in the IOTB with travel agent community & consumers-“education” was #1 suggestion, followed by visibility. Discussed possibility of having next	G Johnson/W Rolle	TBA

			meeting in the Bahamas		
July 09 Marketing Plan – Willamae Rolle	Pending		W Rolle submitted marketing plan – needs to be further discussed and tweaked as a few of the western states still need to be included	W Rolle	Pending
July 10 Sandals Workshop – Monrovia, CA	Completed		W Rolle (Sandals Specialist) participated in Workshop II along with 13 agents	W Rolle	
July 11 Open House at BTO LA	Completed		Invited travel agents/tour operator partners/film industry partners/ Bahamians etc to the office to celebrate our 30 th Independence and to meet Ambassador Joshua Sears from our Embassy in DC (he didn't make it as stuck in Atlanta due to bad weather). E Sharpe from the Mayor's office presented us with a Certificate commemorating our Independence. Appx 50 paxs attended	G Johnson/W Rolle/J Gibson/E Ginton/W Brice	
July 12 Independence Picnic	Completed		Ambassador Sears able to make picnic-about 120 Bahamians attended. Ambassador's contribution was homemade bread, bennycake and coconutcake which everyone raved over. He said a few words on behalf of the govt, gave out the Prime Minister's speech and we sang the national anthem. E Sharpe again gave remarks from the Mayor's office.	G Johnson/E Ginton/J Gibson	
July 14 SoCal ASTA Golf Tournament-Tarzana, CA	Completed		W Rolle assisted with activities – 50 golfers during tournament/60 paxs at dinner	W Rolle	
July 14 Meeting with T Oliver Enterprises	Rescheduled		Troy Oliver requested a meeting with	G Johnson	July 30

		me but later cancelled -confirmed that he's a ground tour operator in Nassau – I checked with the Association but they've never heard of him. Will get particulars when we meet later in month		
July 15 Sales & Marketing Conference Call	Completed	Discussed and further tweaked trade show calendar. Also discussed future initiatives in respective areas	V Brown/G Johnson/ S Johnson/V Kelly	TBA
July 15 Vacations To Go	Pending	Spoke with Troy Bringle, new Manager of Tours & Resorts for Vacations To Go in Houston. Agency has 160 agents and 3 publications – looking to create program for agents and for co-op opportunities to drive business. Confirmed that will look into his proposal upon my return from fam and get back to him asap	G Johnson	Pending
July 15 Group Lead	Completed	Kelly from Navigant Performance Group (Massachusetts) called requesting info on Nassau Int'l Airport- has incentive group of appx 4,000 paxs to Atlantis in May 2004 – will charter planes to bring them in. Obtained info from Civil Aviation and passed it on to her. Asked if they were in contact with our group dept at MOT and she confirmed that they were – G Johnson to follow up with Ingrid	G Johnson	Pending
July 15 BTI Specialist Program with Rocky Mountain CTO – Denver	Completed	55 agents took the BTI SSG exam monitored by W Rolle after she conducted BTI presentation. 4 BTI	W Rolle	October

		Specialists assisted w/exam. Sandals, Club Med & GoGo rep also updated. Exams sent to Linzee Brown for grading & issuing of Certificates. Looking to follow up with fam trip to GBI in the fall – Cost analysis submitted for consideration (involving Spirit Air/Discovery Cruises)		
July 16 Joint Presentations with Sandals Rep - Denver	Completed	W Rolle and Stephanie Moss from Sandals conducted presentations to Indian Tree Travel (6 agents), and GoGo resv agents (5 agents/1 mgr)	W Rolle	
July 17 Academy Pacific Travel School Advisory Board Meeting – Hollywood, CA	Completed	W Rolle is member of Advisory Board (25 paxs attended)	W Rolle	
July 17-23 Experience Fam Trip – Nassau	Completed	45 agents from Baltimore, Philly, Newark, Houston, Ft Lauderdale gateways participated in fam – mix of site inspections, cultural events, tours/ excursions. Report to be submitted under separate cover	G Johnson/D Joyner/ S Johnson	Ongoing
July 22 ASTA TravelFest Advisory Committee Meeting	Completed	Discussed details of tradeshow slated for 11/19 (16 paxs attended)	W Rolle	Ongoing
July 24 Office – Whitney Brice	Completed	Whitney moved into apt 7/23 and is now in office full time. Transitioning with J Gibson. Requested that she begin immediately to create database for the western states starting with chain agencies off the internet, and later requested that she create air service schedule as well	W Brice	Ongoing

July 25 Lunch Meeting with Air Jamaica Vacations	Completed	Met with Ruth McGettigan (former Cayman Island Tourist Board) – just joined with Air Jamaica Vacations 2 weeks ago – focus is to promote Jamaica. Not many consumers travel to Nassau on AJ because of the 6 hour layover in Montego Bay. We agreed that best way to promote Nassau via Montego Bay would be to create a flyer featuring a 2 islands package price (# days Jamaica/# days Nassau). Will get back to me	G Johnson	TBA
July 25 Reservation Training with Tour Operator Partners	Pending	W Rolle coordinating the following and inviting NPPIB member hotels to participate next month: 8/11 Training at Brendan Trs-WR 8/11 Training at Apple Vac-GJ 8/12 Training at Happy Vac-GJ 8/13 Training at Pleasant Hol-WR/GJ 8/14 Training at Pleasant Hol-WR G Johnson making appointments ref setting up programs for resv staff at same time- also meeting with Classic on 8/11	W Rolle/G Johnson	Aug 11-14
July 25 Sandals Ultra Convention 2003 – Las Vegas	Pending	Confirmed to Mali Dunleavy that will be participating in the Sandals Convention trade show. Will stay 1-2 days extra to do site inspections of Vegas hotels	G Johnson	Aug 15
July 27 Farewell Party – Jeannie Gibson	Completed	Eddie Johnson (Bahamian) - volunteered to have it at his house. Staff all chipped in to buy gift (including V Kelly/C Rose). 30 paxs	G Johnson/W Rolle/J Gibson/E Glinton/W Brice	

		attended. J Gibson to report to Atlanta office on Aug 1 st		
July 28 Sales & Marketing Conference Call	Completed	Discussed initiatives/admin/budget – no decision will be forthcoming about national projects until Friday	V Brown/G Johnson/ V Kelly/P Strachan/ A Adderley	Pending
July 29 Staff Meeting	Completed	Discussed promotions/festival/trade and consumer shows/initiatives	G Johnson/W Rolle/ W Brice	
Bridal Extravaganza-Houston		Sabrina Huyler and Priscilla Williams confirmed to participate in show 7/26-27		
Radio Station Promo-LA based		J Johnson forwarded info to Weber Shandwick for participation in the Avon Walk for Breast Cancer & KBIG-FM Radio promotion	CRM/ISS/REGISTRATION UNIT	2004 MAY 20 AM 9:54
Radio Station Promo-LA based		E Glinton forwarded to J Johnson for participation in the K-Earth FM 101.1 Morning Show "Live from Nassau" promo 7/22-26 with Delta Airlines, Coca Cola, Atlantis PI		
TV Station Photo Shoot-San Francisco based		J Johnson forwarded to G Johnson from Weber Shandwick the KTVU-TV (Fox) "lifestyle" photo shoot of Grand Bahama 8/25-31, to air in the fall		
18 th Annual Los Angeles African Marketplace & Cultural Faire-LA		Show info faxed to G Johnson- found out that African/American Dept will be participating in show slated for 3 consecutive weekends, 8/16 – 9/1		

Western Area Monthly Status Report (Aug - Sept 2003)

PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
8/4 Conference Call – Deputy Director Sales & Marketing with Area Managers	Completed		G Johnson	
8/5 Conference Call – Area Managers	Completed		G Johnson	
8/8 Contacted Jess Bautista, Sales Manager, Leisure Sales, Frontier Airlines ref potential Denver-GBI service	Completed – W Rolle was initial contact with Frontier but needed additional info from airline as to what they were looking for from us	Frontier looking for Caribbean destinations that can subsidize the flight – both Grand Bahama and Jamaica approached. Sent email to J Turner to follow up with airline	G Johnson W Rolle	Ongoing
8/11 Training at Brendan Worldwide Vac Reservations Center, Los Angeles, CA	Completed – 14 agents		W Rolle	
8/11 Training at Apple Vacations Reservations Center, San Jose, CA	Completed – 35 agents		G Johnson	
8/12 Training at Happy Vacations Reservations Center, San Jose, CA	Completed – 10 agents		G Johnson	
8/12 Lunch meeting with Classic Custom Vacation, San Jose, CA	Completed – Met with Jonna Nelson and Michael Flory in Product Development to discuss various programs eg. incentives, fans etc	In following up later in month, found that incentive program will have to be tied into coop advertising, package specials – will research further	G Johnson	Ongoing
8/13 Training at Pleasant Holidays Reservations Center/tour of facility & meeting with Ken Phillips, Westlake, CA	Completed – 30 agents. Found out from Ken that they had already gone to print on the AAA Visa promotion even though Bahamas had not signed off on it ref monies	W Rolle requested supply of brochures from Atlantis to be sent to both resv centers. G Johnson to check with K Fountain ref status of Visa promotion	G Johnson W Rolle	Ongoing
8/14 Training at Pleasant Holidays Reservations Center, Bakersfield, CA	Completed – 30 agents		G Johnson W Rolle	

8/15 Participated in Sandals Ultra Convention, Las Vegas, NV	Completed – 380 agents		G Johnson	
8/16 Frontier Airlines/GBITB	Pending – J Turner emailed that they could not subsidize an airplane at this time but that GBITB could provide “marketing support” instead – would Frontier go for this?	Waiting for J Turner to provide feedback on talks with Frontier and whether a Denver-Grand Bahama service is in the works	G Johnson W Rolle	Pending
8/20 Conference Call – Area Managers	Completed		G Johnson	
8/25 Received information on the Dallas Morning New World Golf Expo for March 6-7/04, Dallas, TX	Completed – Willamae emailed to me - forwarded on to Cecil Rose and Randy Clare for their consideration		W Rolle G Johnson	
8/27-29 Coordinated direct mail campaign to LA travel agencies	Completed – mailed out to appx 200+ travel agencies the Amex flyer along with an invitation for a Bahamas in-agency presentation	Responses are being faxed back to W Brice from interested travel agencies	G Johnson W Brice	Ongoing
8/27 Received email from Cecil Rose with agents’ requests	Completed – responded to requests for dive information, BTI Specialist change of address, and agent discount at South Ocean Resort		G Johnson	
8/27 Received call from Oz Angel of Flagship Private Jets, New York	Completed – Oz provides luxury jet service for the entertainment industry – getting requests for transportation to the Bahamas and wanted to know how to go about targeting a larger volume of passengers	Filled him in on the tour operators, meeting and incentive industry, internet marketing etc. Advised that we have an office in NY that he can contact	G Johnson	
8/28 Called Kingsley Houston of Leisure Quest Vacations, Houston, TX ref future in-agency presentation	Pending – Cecil Rose referred Kingsley to LA office. He’s requested a Bahamas	Will advise Kingsley when presentation can take place. Also following up with	G Johnson	Ongoing

9/17 Received call from Dora Morton, Cruises Inc, New Orleans, LA requesting collateral for bridal shows	Pending – Dora has 5 Lacey's Bridal Shows in New Orleans between Oct '93 – Feb '94. Wants 200 pieces of collateral for each show	Sent email to Sabrina Huyler-Ramsey to see if she could process asap as first show is on Oct 5	G Johnson	Pending
9/17 Received call from Chad Starbuck of Sports Travel magazine following up on Travel & Tourism Marketing Association meeting that I missed	Pending – Chad will mail me the notes on Sports Tourism, a copy of his magazine and his contact info. He mentioned that they will be featuring GBI in their Dec issue – he's in contact with Theresa Kramer from Royal Oasis	Will send info to Cecil Rose as soon as I receive it	G Johnson	Pending
9/17 Received call from Cokila Desai of Continental Airlines ref training for 2,300 reservationists at their HQ in Houston in November	Pending – Cecil Rose referred her to LA office. Cokila mentioned that they have a cafeteria and conference room where we can set up. Dates targeted are 11/7-8 or 11/14-15	Will consider and advise Cokila whether or not we can fit it into our schedule	G Johnson	10/13
9/18 Provided tour operator flyers for Congressional Black Caucus show in DC Sept 24-27	Completed – copies made of flyers from Classic Custom Vacations, Continental Airlines Vacations and Air Jamaica Vac	Will be UPS'd to Kay Evans	W Brice	9/23
Sales calls on travel agent community	Ongoing		W Rolle	
Joint calls with tour operator partners	Ongoing		W Rolle	

TRADE ORGANIZATIONS

-8/18 Attended CTOGLA – G Johnson, W Brice
-8/19 Attended CTO San Diego – G Johnson
-9/10 Attended CTOGLA – G Johnson
-9/16 Attended PWIT – G Johnson, W Rolle
-9/18 Attended CTOGLA – G Johnson

MARKET INTELLIGENCE

-**Classic Custom Vacations** provided their Bahamas #s as of 8/1/03:

Year End Room Nights	2001	8,495	Year End Passengers	2001	3,857
	2002	8,970		2002	4,204
	2003	10,088*		2003	4,742*

*(figures for 2003 reflect advanced bookings for months of Aug - Dec).

Compared to the same time last year, advanced bookings are up 28.84% in room nights, 27.92% in passengers, and 2.73% in average room revenue.

-**Brendan Worldwide Vacations** mailed American Express promotion to 13,000 travel agents and 10,000 consumers. Jamaica is still their #1 Caribbean destination. Tour operators participating in the promotion reported similar.

-**Puerto Rico** - American Airlines begins non-stop service from Los Angeles to San Juan, Puerto Rico on December 19. Aircraft is a Boeing 767 with capacity for 213 paxs. The flight will operate on Friday, Saturday and Sunday.

-**Pleasant Holidays** adding 5 hotels in Grand Bahama to their winter 2003/2004 program. Also adding Punta Cana in January '04. For the first time ever, Pleasant will be hosting seminars in November (dates TBA).

-**Pleasant Holidays** ran a Maui promotion with KEARTH101 Radio in LA called "Maui Madness" during the month of September. Caller 21 to name that song to win \$1,000 and a trip to Maui.

-**Jamaica** ran a promotion with KCAL 9 TV in LA and Subway restaurants during the month of July called "Jammin in Jamaica." They gave away 9 trips to Beaches. No purchase necessary to sign up at participating Subway restaurants.

-**Las Vegas'** overall visitor #s flat this year compared to 2002.

- Casinos have increased their direct-to-consumer e-marketing, upping competition with travel agents.
- Resorts are just now beginning to use online and email tools to better inform agents about date availabilities and commissionable rates, and promoting events to agents better.
- Hotels developing a travel agent email/direct mail campaign this summer.
- Hotels providing comp rooms or discounts during the week to agents who want to know the property better.

-**Expedia.com**

- Classic Custom Vacations in San Jose, CA is owned by Expedia.com.
- One of the largest online companies in the West with gross sales of more than \$5 billion in 2002.

- Reported 2nd quarter gross bookings of \$2.6 billion, up 53% over the same time last year.
- Net income was \$41.3 million, up 106% over same quarter last year.

-Cruise Industry

- Cruise tourism generated nearly \$20.4 billion in economic activity in the U.S. in 2002, nearly a 10% increase over 2001 numbers.
- About 7.5 million U.S. residents took cruises in 2002, representing nearly 80 percent of all passengers worldwide. The total was a 10.5% increase in 2001 totals, but fell short of the industry's 13 percent growth in capacity.
- Four Western states with major ports ranked among the top 10 beneficiaries: California, Alaska, Washington and Texas.
- California ports experienced a 9.6% increase in embarkations, up to 705,000 from 643,000 in 2001.
- Los Angeles-based Princess Cruises' decision to put two super-size ships in California will increase its West Coast capacity by 150% next year.
- Princess' competitors are doing the same: taking advantage of the region's huge drive-market potential and continued interest in close-to-home cruising.
- Princess' new ships the Diamond Princess and Sapphire Princess will debut in March and May 2004 respectively.
- With the Sapphire's arrival, Princess will offer its first 10 day Mexico cruises from San Francisco, operating Sept 22-Nov 11/04.
- The Diamond will operate weekly Mexico cruises from Long Beach, CA on Saturdays from Sept 25/04-April 23/05 – ports of call will be Puerto Vallarta, Mazatlan, and Cabo San Lucas.
- Both ships can each accommodate 2,760 passengers, double occupancy.
- Early booking fares start at \$500 for the Diamond Princess, and \$949 for the Sapphire Princess.

(Source: TravelAge West for data on Expedia, Vegas and Cruise Industry).

2004 MAY 20 AM 9:54
TMS/REGISTRATION UNIT

Sales & Marketing with Area Managers	AAA Visa/Bahamas promotion that Pleasant Holidays is currently advertising in the marketplace even though we haven't signed off on it. V Brown recommended that I email Ken Phillips at Pleasant to suspend all further activities ref the promotion	9/11 not to send email to Pleasant ref suspension of activities on the AAA Visa program - that he will talk to DG on 9/12 about the program and advise us of outcome. Left update via voicemail for V Brown to bring her in the loop		
9/12 Received call from Nick Holden of Cente Service Corp, Los Angeles, CA ref a flamingo shoot	Completed - obtained all the necessary information from Nick as he needed a response the same day for his Japanese clients. Emailed Craig Woods with the info as E Glington on vacation	Craig Woods responded to Nick	G Johnson	
9/12 Provided collateral to Travel Fever for 2 consumer shows - National Unity Festival and LA Black Business Expo 2003	Completed - again Pat Jones picked up flyers/brochures etc from all of the tourist boards for shows taking place 9/13-14		G Johnson W Brice	
9/12 Received article from Brad Balukjian of Islands Magazine for verification of information	Completed - OIPB has an ad in Islands Magazine's Sept/Oct issue. The info that needs to be verified is for the Nov/Dec issue	W Brice submitted to Iola at OIPB for verification and follow up with magazine	W Brice	
9/15 Received request for brochures from Suzie at Paradise 2 Go, Sacramento, CA for a Sandals Night on 9/29	Completed- confirmed that we will ship out Island Scenes and promotional items	Will be UPS'd	W Brice	9/23
9/17 Received itinerary from Cecil Rose for the Prime Minister's visit to Houston the week of Sept 22	Completed - itinerary received but PM's office called same day to cancel Houston portion of trip	C Rose advised that PM is looking to visit Houston in October instead. C Rose will target week of 10/13 for meetings with Mayor etc	C Rose	Ongoing

CRM/ISS/REGISTRATION UNIT
2004 MAY 20 AM 9:54

9/3 Received call from Lia Head requesting our support during upcoming Yoga Expo on Sept 25-28, Los Angeles, CA	Pending – Lia is representing the Bimini Big Game Fishing Club. We will have the Bahamas display, brochures and promotional items at the booth	W Brice has placed an order for Island Scenes, OI brochure and promotional pieces	G Johnson W Brice	Ongoing
9/8 Meeting with Steve Duarte and Ron Kobata of KTLA Channel 5 TV, Los Angeles, CA ref advertising and promotional opportunities	Completed – discussed a Pirates of the Caribbean promo worth \$90,000 in exchange for 1 trip – promo to take place in Nov when the movie leaves theatres and go to DVD. Confirmed that we would participate in promo but they would have to provide more specific details ref # of spots etc for the airline partner to confirm the air portion. Met with them as E Ginton on vacation	Received email from KTLA TV days later saying that the LA Times consumer show and the Pirates of the Caribbean promo are now tied together – if we're willing to give \$55,000 in advertising support ref newspaper/TV/internet (incl booth at show) then they will throw in the Pirates of the Caribbean promo of \$90K at no extra cost to us. Will discuss with J Johnson & get back to them	G Johnson	Ongoing
9/10 Received confirmation on a free booth at the October 1 st Electric Wednesday Cocktail Soiree	Pending – Kimberly King emailed information to us for our consideration. Craig Woods and I agreed to do this as a joint BTO/Film venture – looking to target 400 persons from the entertainment, marketing, advertising and technology industry	W Brice has placed an order for Island Scenes and promotional pieces. Will send out invitations to our contacts in the different industries, with a reminder closer to the event	G Johnson W Brice	9/19
9/11 Travel & Tourism Marketing Association Meeting	Cancel – couldn't make the lunch meeting on "Sports Tourism" due to conference call	Requested that they send me info on becoming a member, and the notes from the panel discussion to pass onto C Rose	G Johnson	Ongoing
9/11 Conference Call – Deputy Director	Completed – discussed the	Advised by K Fountain on	G Johnson	Ongoing

	presentation for his 12 agents with whom he meets every 2 nd Saturday of the month	Kingsley on a group lead – has corp client (26-30 bankers) who does a “shareholder retreat” every year for 5 days/4 nites – group at the Sheraton Grand in 2001 but now considering Atlantis for Apr/May 2004		
8/28 Received a call from Tom Brandt at Costco/Pacific Escapes ref email from Sandals that as of 8/27 U.S. citizens could only use a passport to enter the Bahamas	Completed – immediately called and told him to ignore the Sandals email, and that nothing had changed ref our entry requirements. W Rolle had also received several calls from travel agents ref the Sandals memo	Left a couple of messages for the Sandals rep in Dallas who initiated the email – told her to desist, and faxed her our most recent entry requirement forms from the Bahamas Embassy in DC for her to pass onto everyone she had sent emails to. I also faxed the forms to all of our tour operator partners in the area	G Johnson W Rolle	
8/29 Submitted CTO Denver fam trip proposal to Committee for approval	Confirmed – M Carroll called on 9/16 to say fam approved	W Rolle coordinating fam trip with Spirit Airlines, Discovery Cruises & GBITB	G Johnson W Rolle	Ongoing
8/29 Provided brochures, tour operator flyers, and promotional items for the African American Marketplace over Labor Day weekend	Completed – Pat Jones from Travel Fever collected collateral from all the tourist boards for the event at which they had a CTOGLA booth. They sent us a letter afterwards to say that our flag pins, pens, mouse pads and brochures were a draw for the crowd. Eddie Archer confirmed that they couldn’t attend due to budgetary constraints	Travel Fever mentioned they had 2 other consumer shows coming up that they wanted us to provide collateral for	G Johnson	Ongoing

Western Area Monthly Status Report (Sept - Dec 2003)

PROJECTS	STATUS	NEXT STEP(S)	RESPONSIBILITY	DUE DATE
9/22 Staff Meeting	Completed		G Johnson, W Rolle, W Brice	
9/25-28 Yoga Expo, Los Angeles, CA	Completed		G Johnson	
9/29-10/02 National Trade Shows, northern California	Completed - participated in 4 shows in Concord-95 agents, Fresno-44 agents, Sacramento-131 agents, San Jose-86 agents	Request list of agents that attended - (received on 10/30)	W Rolle	
9/30 AAA Teleconference Presentations	Completed-conducted 3 45 minute presentations to appx 65 AAA agents in Texas on Nassau/PI and GBI, in conjunction with Pleasant Holidays		G Johnson	
9/30 Teleconference with DD of Sales & Marketing	Completed		G Johnson	
10/01 Electric Wednesday Consumer Show, West Hollywood, CA	Completed - Joint show with Film Commission, appx 300 paxs attended	Pick 2 winners for hotel stays at Radisson and Runaway Hill Club, and send out letters and certificates - (completed)	G Johnson E Glinton	
10/8-10 BTO Meeting, Plantation, FL	Completed - presentations by Minister of Tourism and Senior Management on the new direction of the BTOs		G Johnson, W Rolle, E Glinton, W Brice, C Rose	
10/14 LA Weekly	Ongoing - received advertising rates, demographics from Janel Dreeka, Travel Account Exec	In discussions as to how we can work together in 2004	G Johnson	
10/14 Rocky Mountain CTO Coop Advertising Campaign	Ongoing - received proposal from their Ad Committee asking for islands to give		G Johnson	

		\$6,000 each for advertising in newspaper, TV, radio. Includes a presentation to the chapter		
10/14 Pirate's of the Caribbean promotion and LA Times Travel Show advertising		Completed - faxed info again to DD Advertising & Promotions during CTC in St. Thomas for further discussion with Director General	Result - DD Advertising & Promotions and Director General decided not to run with it	G Johnson
10/15-17 Escort Deputy Prime Minister to Houston, TX		Completed - C Rose and I assisted ref meetings and functions for DPM and encourage	To develop film and submit photos to DPM's office	G Johnson C Rose
10/20-25 Pleasant Holidays Reservation Agents Fam, Nassau		Completed - 15 agents participated - first time in the Bahamas for all of them - (hosted by Radisson)	Photos submitted to DPM's office	G Johnson
10/23-26 Meeting Planner/Client Site Inspections, Nassau		Completed - first visit for Dr. Gary Sheppard of the National Medical Association - wants to bring appx. 250 paxs to Nassau in May 2004. (Hosted by Radisson)	Jackye Alton of Carlson Wagonlit Travel called afterwards to say that Dr. Sheppard will choose between Radisson and Hilton. She is requesting hotels to send proposals to her	G Johnson
10/29-11/02 CTO Colorado Fam to Grand Bahama		Completed - 13 agents participated. Partners were Spirit Airlines and Discovery Cruise Lines		W Rolle
11/01 One World Film Festival Kick-off Party, West Hollywood, CA		Completed - went to show support for the film festival. Provided Bahamas bags with general brochures and film commission information as a prelude to the festival taking place in Nassau mid-November		G Johnson E Ginton

11/04 Teleconference with DD of Sales & Marketing	Completed		G Johnson	
11/04 Funjet Vacations Tradeshow, Salt Lake City, Utah	Completed – appx. 90 agents attended	Request list of agents that attended	G Johnson	
11/10 Lunch meeting with City Explorer TV	Completed – met Jeff Kurtz at TTMA meeting. Discussed ideas on potential advertising in 2004	Ongoing discussions	G Johnson	
11/11 Pleasant Holidays – Credit card program	Ongoing – Ken Phillips sent email with disappointing stats on the credit card programs- AAA Visa-3 bookings and Amex-1 booking	Grand Bahama is a new destination in their ¾ winter brochure – confirmed to him that the Amex program also applies to all of the GB hotels that they're featuring	G Johnson	
11/10 2 nd Annual Florida Keys Travel Expo	Completed – Sea the World Cruises & Tours emailed the consumer show info to me prior to our appointment at the Giants Conference on 11/14	Forwarded email to P Strachan for his consideration, as part of his territory	G Johnson	
11/12 BTO Meeting, Atlanta, GA	Completed – David Johnson gave presentation on history of the BTO, airlines and how they operate		G Johnson, W Rolle E Ginton, C Rose	
11/12 On-Screen Theater Program	Ongoing – Pam Broussard emailed proposal ref promoting the destination at the University Village Theater in LA	Set up meeting with her to further discuss – she wants to barter	G Johnson	
11/13-16 Giants Conference, Phoenix, AZ	Completed – attended seminars on database management and email marketing. Also participated in the one-on-one appointments and tradeshow. Appx 295 agents attended	Request list of agents that attended – (received on 12/02). Still awaiting emails of the various presentations. Following up on requests from agents	G Johnson V Kelly	

11/17 Piedmont Travel 1 st Quarter Promotion	Completed – email from Ray Ramage whom I met at the Giants Conference ref consumer promo and show in March '04 in Greenville, SC	Forwarded email to P Strachan for his consideration, as part of his territory	G Johnson	
11/19 Continental Airlines Reservation Center Training, Houston, TX	Completed – promoted the new flights on Continental Connections to Cat Island, Exuma, Eleuthera; also the Four Seasons hotel. Appx 1000+ resv agents		G Johnson	
11/20 CTO Tradeshow, Dallas, TX	Completed – appx 185 agents attended	Request list of agents that attended – (received on 11/25)	G Johnson	
11/28 WESTA	Ongoing – called Judy Garrick, Regional Mgr for N California ref how the Bahamas can work with WESTA to the benefit of the agency owners – their only preferred destinations are Hawaii and Las Vegas but recommended that I speak to Mike Estill	Left message for Mike Estill, General Manager of WESTA- they are having a Board Retreat on 12/4 - I've asked that he mentions the Bahamas during their discussions – there may be programs that we can work on together to our mutual benefit	G Johnson	
Sales Calls and In-agency Presentations	Ongoing – educating and updating agents on the destination		W Rolle	
Administration	Ongoing – fulfilling brochure requests, answering entry requirement questions, bills etc.		W Brice	
Trade/Consumer Shows	Ongoing – organizers are calling ref our participation for 2004. Advising them that not able to due to budgetary constraints	Only shows confirmed so far by DD-Promotions are Orange County Register Jan 24/25, American Express Travel Show Jan 25, and LA Times	G Johnson	

San Diego Travel Group Fire Victim Fundraiser	Ongoing – W Rolle has requested a hotel stay from Radisson Resort	Show Feb 7/8	W Rolle	
Costa Travel, San Diego Employees Christmas Party	Ongoing – W Rolle is donating a gift basket of Bahamian items	UPS week of 12/8	W Rolle	
12/02 Discovery Channel new show – “No Opportunity Wasted...NOW”	Completed – Pia Murphy called and emailed info ref new show going into production in Spring 2004 and being aired in Fall 2004– looking for tourist boards etc. to assist with sending out to database	Have forwarded her email to Eureka and to all the travel trade associations for their membership, clients etc. who may be interested	G Johnson	
12/02 Sports Travel Magazine	Ongoing – advised Chad that our Sports Department is finally being actualized - will send us copies of the December issue featuring Grand Bahama.	Follow up with C Rose as their 2004 Sports Show will be taking place in October in Houston	G Johnson	
12/02 Meeting with Mercury Media	Ongoing – met with Stephanie Beckman who is interested in working with the Bahamas on a national media plan. Email was sent to DD of Advertising & Promotions several weeks ago - objective in meeting with me was to produce a plan for the west that could be presented to DD for consideration	Stephanie to submit a western area media plan for our consideration in the hopes that we would use their company on a nationwide scale re ad placement etc. in various mediums	G Johnson	
12/03 Teleconference with DD Sales & Marketing	Completed		G Johnson	

TRADE ORGANIZATIONS

11/06 TTMA Meeting – G Johnson
12/03 SMEI/TTMA Meeting – G Johnson

MARKET INTELLIGENCE

Classic Customs Vacations figures for the Bahamas for October 2003 is being forwarded under separate cover.
Have put in a request to all west coast tour operators for Bahamas figures for 2003 – will submit in January upon receipt.

TV advertising:

-Atlantis
-Cruise Lines
-Sandals Resorts

Newspaper advertising:

-Club Med – featuring Columbus Isle and Paradise Island
-Destinations – Mexico, Hawaii, Canada, Costa Rica, Singapore
-Cruise Lines – Alaska, Mexico

-Tour Operators:

Apple Vacations-Hawaii \$699-\$899 based on 5 nights, Mexico \$348-4 nights/\$989-5 nights
Pleasant Holidays-Hawaii \$423-\$1397 based on 5 nights, Mexico \$379-559 based on 4 nights
Air Jamaica Vacations-Sandals/Beaches, 25-30% savings, \$250 spa credit
Brenda Tours-Tahiti \$1299-5 nights

-Dot Com:

Expedia.com- air and 4 nights – LAX-Vegas \$282, San Francisco \$320, Oahu \$550, Los Cabos \$602
Travelocity.com- air and 3 nights – LAX-Vegas hotels, Stratosphere-\$132, MGM Grand-\$246

2004 MAY 20 AM 9: 55
CRM/ISS/REGISTRATION UNIT

2004 MAY 20 AM 9: 55

CRM/ISS/REGISTRATION UNIT

**BAHAMAS TOURIST OFFICE
U.S. DEPOSITS
JULY - DECEMBER, 2003**

	.
JULY	\$ -
AUGUST	\$ -
SEPTEMBER	\$ 2,500,000.00
OCTOBER	\$ 4,050,000.00
NOVEMBER	\$ 3,075,000.00
DECEMBER	\$ -
	\$ 9,625,000.00

CRM/REGISTRATION UNIT

[illegible]

1934-1935: "The Great Depression"

GOVERNMENT OF THE PAHAWAS
THE MINISTRY OF TOURISM
EXTENDITUE JULY 1, 2003 -- DECEMBER 31, 2003

1

DEPT	LOCATION	AMOUNT	DESC
110	810 FLORIDA	0 500 00000	RELIGIOUS MEETING PLANNERS FAM
	810 FLORIDA	270 00000	EXPENSE REPORTS
	810 FLORIDA	520 64000	EXPENSE REPORTS
	810 FLORIDA	00000	RELIGIOUS MEETING PLANNERS FAM
	810 FLORIDA	770 00000	RELIGIOUS MEETING PLANNERS FAM
	810 FLORIDA	1 880 00000	RELIGIOUS MEETING PLANNERS FAM
	810 FLORIDA	00000	REMA WORLD CONFERENCE
	810 FLORIDA	00000	REMA WORLD CONFERENCE
	810 FLORIDA	970 00000	REMA WORLD CONFERENCE
	810 FLORIDA	00000	REMA WORLD CONFERENCE
	810 FLORIDA	00000	REMA WORLD CONFERENCE
	810 FLORIDA	260 36000	PROVINCIAL ENTERTAINMENT
	810 FLORIDA	7 10 00000	NATIONAL BAPTIST CONVENTION US
	810 FLORIDA	00000	NATIONAL BAPTIST CONVENTION US
	810 FLORIDA	00000	NATIONAL BAPTIST CONVENTION US
	810 FLORIDA	1 097 00000	EXPENSE REPORTS
	810 FLORIDA	3 005 91000	EXPENSE REPORTS
	810 FLORIDA	977 3000	EXPENSE REPORTS
	810 FLORIDA	4 000 00000	EXPENSE REPORTS
	810 FLORIDA	3 005 91000	EXPENSE REPORTS
	810 FLORIDA	00000	EXPENSE REPORTS

14/05/04 15:13:55

GOVERNMENT OF THE BAHAMAS
THE MINISTRY OF TOURISM
EXPENDITURE JULY 1, 2003 - DECEMBER 31, 2003

PAGE 3

DEPT	LOCATION	AMOUNT	DESC
121	B10 NEW YORK REGIONAL	374,250.00	BOTTLED WATER
	B10 NEW YORK REGIONAL	374,250.00	STAFF UNIFORMS
	B10 NEW YORK REGIONAL	29,043.07	TELEPHONE
	B10 NEW YORK REGIONAL	19,088.52	FREIGHT & EXPRESS
	B10 NEW YORK REGIONAL	9,720.00	PHOTOCOPYING & PHOTOGRAPHY
	B10 NEW YORK REGIONAL	235,640.00	EXPENSE REPORTS/PETTY CASH
	B10 NEW YORK REGIONAL	216,271.00	PRINTING & DUPLICATION
	B10 NEW YORK REGIONAL	950,260.00	EXPENSE REPORTS/PETTY CASH
	B10 NEW YORK REGIONAL	116,537.35	OFFICE RENTS
	B10 NEW YORK REGIONAL	596,260.00	FILES & OTHER CHARGES
122	B10 NEW YORK REGIONAL	2,236.88	ENTERTAINMENT
	B10 NEW YORK REGIONAL	3,237.20	EXPENSE REPORTS/PETTY CASH
	B10 NEW YORK REGIONAL	3,315.96	OFFICE SUPPLIES & STATIONERY
	TOTAL	218,719.79	
123	B10 BOSTON	0.00	POSTAGE
	B10 BOSTON	2,342.77	OFFICE RENTS
	TOTAL	2,342.77	

123	B10 PHILADELPHIA	50,020.00	OFFICE SUPPLIES & STATIONERY
	B10 PHILADELPHIA	250,000.00	EXPENSE REPORTS/PETTY CASH
	B10 PHILADELPHIA	116,800.00	REPAIRS & ALTERATIONS (BY CUNT
	B10 PHILADELPHIA	272,140.00	RELIGHT & SERVICES
	B10 PHILADELPHIA	197,160.00	OTHER SERVICE CONTRACTS
	B10 PHILADELPHIA	10,437.32	OFFICE RENTS
	B10 PHILADELPHIA	19,050.00	NEWSPAPER & MAGAZINES
	B10 PHILADELPHIA	275,000.00	EXPENSE REPORTS/PETTY CASH
	B10 PHILADELPHIA	0.00	STAFF UNIFORMS
	B10 PHILADELPHIA	1,765.67	OFFICE EQUIPMENT RENT/LEASE
124	B10 WASHINGTON	0.00	ENTERTAINMENT
	B10 WASHINGTON	443,000.00	EXPENSE REPORTS/PETTY CASH
	B10 WASHINGTON	20,000.00	FEES & OTHER CHARGES
	B10 WASHINGTON	0.00	PRINTING & DUPLICATION
	B10 WASHINGTON	1,497,000.00	EXPENSE REPORTS/PETTY CASH
	B10 WASHINGTON	1,496,080.00	EXPENSE REPORTS/PETTY CASH
	B10 WASHINGTON	1,398,080.00	TELEPHONE
	B10 WASHINGTON	0.00	POSTAGE
	B10 WASHINGTON	1,064,770.00	EXPENSE REPORTS/PETTY CASH
	B10 WASHINGTON	20,251.93	PHOTOCOPYING & PHOTOGRAPHY
124	B10 WASHINGTON	0.00	PHOTOCOPYING & PHOTOGRAPHY
	B10 WASHINGTON	0.00	STAFF UNIFORMS
	B10 WASHINGTON	0.00	NEWSPAPER & MAGAZINES

JUSTICE 05/14/04

14/05/04 15:13:55

GOVERNMENT OF THE BAHAMAS
THE MINISTRY OF TOURISM
EXPENDITURE JULY 1, 2003 - DECEMBER 31, 2003

PAGE 4

DEPT	LOCATION	AMOUNT	DESC
124	B10 WASHINGTON	0.00	OTHER SERVICE CONTRACTS
	B10 WASHINGTON	0.00	REPAIRS & ALTERATIONS (BY CUNT
	B10 WASHINGTON	0.00	OFFICE SUPPLIES & STATIONERY
	B10 WASHINGTON	0.00	FEES & OTHER CHARGES
	B10 WASHINGTON	0.00	PRINTING & DUPLICATION
	B10 WASHINGTON	543,580.00	TELEPHONE
	B10 WASHINGTON	0.00	OFFICE EQUIPMENT RENT/LEASE
	B10 WASHINGTON	13,373.15	OFFICE RENTS
	B10 WASHINGTON	0.00	ENTERTAINMENT
	B10 WASHINGTON	190,000.00	EXPENSE REPORTS/PETTY CASH
125	B10 CHICAGO	420,000.00	EXPENSE REPORTS/PETTY CASH
	B10 CHICAGO	1,400,000.00	EXPENSE REPORTS/PETTY CASH
	B10 CHICAGO	1,408,380.00	EXPENSE REPORTS/PETTY CASH
	B10 CHICAGO	1,020,000.00	EXPENSE REPORTS/PETTY CASH
	B10 CHICAGO	165,200.00	EXPENSE REPORTS/PETTY CASH
	B10 CHICAGO	0.00	FREIGHT & EXPRESS
	TOTAL	19,341,070.00	
125	B10 CHICAGO	0.00	POSTAL, POSTAL MACHINES & SERV
	B10 CHICAGO	0.00	OTHER SUPPLIES & MATERIALS

COMM/ISS/REPLACEMENT UNIT

1,257,800.00	517,950.00
1,447,800.00	1,423,530.00
	19,580.00
	26,500.00
	,000.00
	2,524,710.00

DATE	DESCRIPTION	AMOUNT	BALANCE
1954-7-1000			
1954-7-1001			
1954-7-1002			
1954-7-1003			
1954-7-1004			
1954-7-1005			
1954-7-1006			
1954-7-1007			
1954-7-1008			
1954-7-1009			
1954-7-1010			
1954-7-1011			
1954-7-1012			
1954-7-1013			
1954-7-1014			
1954-7-1015			
1954-7-1016			
1954-7-1017			
1954-7-1018			
1954-7-1019			
1954-7-1020			
1954-7-1021			
1954-7-1022			
1954-7-1023			
1954-7-1024			
1954-7-1025			
1954-7-1026			
1954-7-1027			
1954-7-1028			
1954-7-1029			
1954-7-1030			
1954-7-1031			
1954-7-1032			
1954-7-1033			
1954-7-1034			
1954-7-1035			
1954-7-1036			
1954-7-1037			
1954-7-1038			
1954-7-1039			
1954-7-1040			
1954-7-1041			
1954-7-1042			
1954-7-1043			
1954-7-1044			
1954-7-1045			
1954-7-1046			
1954-7-1047			
1954-7-1048			
1954-7-1049			
1954-7-1050			
1954-7-1051			
1954-7-1052			
1954-7-1053			
1954-7-1054			
1954-7-1055			
1954-7-1056			
1954-7-1057			
1954-7-1058			
1954-7-1059			
1954-7-1060			
1954-7-1061			
1954-7-1062			
1954-7-1063			
1954-7-1064			
1954-7-1065			
1954-7-1066			
1954-7-1067			
1954-7-1068			
1954-7-1069			
1954-7-1070			
1954-7-1071			
1954-7-1072			
1954-7-1073			
1954-7-1074			
1954-7-1075			
1954-7-1076			
1954-7-1077			
1954-7-1078			
1954-7-1079			
1954-7-1080			
1954-7-1081			
1954-7-1082			
1954-7-1083			
1954-7-1084			
1954-7-1085			
1954-7-1086			
1954-7-1087			
1954-7-1088			
1954-7-1089			
1954-7-1090			
1954-7-1091			
1954-7-1092			
1954-7-1093			
1954-7-1094			
1954-7-1095			
1954-7-1096			
1954-7-1097			
1954-7-1098			
1954-7-1099			
1954-7-1100			
1954-7-1101			
1954-7-1102			
1954-7-1103			

SECRET

FINAL TOTAL	1,335,380,340.00
TOTALS	

0671-0000

101

DEPT	LOCATION	AMOUNT	DEPT
140	ANGELS	25,500	CENT - OFFICE
	ANGELS	2,577.80	OFFICE SUPPLIES
	ANGELS	5/2, 1200	FEDERAL EXPRESS
	ANGELS	00000	CLEANING & TOILET SUPPLIES
	ANGELS	30,255.85	TELEPHONE & FAX
	ANGELS	1,461.34	PRINTING & DUPLICATION
	ANGELS	00000	STAFF UNIFORMS
	ANGELS	4,095.80	PROMOTIONAL EVENTS/ENTERTAINME
	ANGELS	1,269.07	EXPENSE REPORTS
	ANGELS	937.00	EXPENSE REPORTS
	ANGELS	3,413.63	EXPENSE REPORTS
	ANGELS	19,949.37	EXPENSE REPORTS
	ANGELS	4,043.96	EXPENSE REPORTS
	ANGELS	1,144.67	EXPENSE REPORTS
	ANGELS	100.41	PHOTOGRAPHY & PHOTOGRAPHYING

total

12, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 8

B3	HOLSTON		675.	28000	EXPENSE REPORTS
B3	HOLSTON		569.	30000	EXPENSE REPORTS
B3	HOLSTON		540.	80000	EXPENSE REPORTS
B3	HOLSTON		4,232.	80000	EXPENSE REPORTS
B3	HOLSTON		66.	35000	EXPENSE REPORTS
B3	HOLSTON		77.	00000	EXPENSE REPORTS
B3	HOLSTON			00000	STAFF UNIFORMS
B3	HOLSTON		2,247.	52000	TELEPHONE & FAX
B3	HOLSTON		150.	50000	FEDERAL EXPRESS
B3	HOLSTON		12,257.	50000	RENT - OFFICES
B3	HOLSTON			00000	UPS/OVERNIGHT
B3	HOLSTON		796.	56000	POSTAGE POSTAL MACHINES & SERV
B3	HOLSTON		171.	30000	EQUIPMENT RENTAL & LEASES
B3	HOLSTON			00000	REPAIRS & ALTERATIONS
B3	HOLSTON			00000	PHOTOGRAPHY & PHOTOCOPYING
B3	HOLSTON		780.	00000	EXPENSE REPORT
B3	HOLSTON		196.	00000	NEWSPAPER / TRADE PERIODICALS
B3	HOLSTON		170.	50000	PRINTING & DUPLICATION
B3	HOLSTON		83.	65000	OFFICE SUPPLIES
B3	HOLSTON			00000	FEES & OTHER CHARGES
B3	HOLSTON			00000	TOWN OPERATIONS/AIRLINE CALL CE
B3	HOLSTON			00000	LOCAL ADVISORY BOARD
B3	HOLSTON			00000	SERVICE CONTRACTS
B3	HOLSTON			00000	PROMOTIONAL EVENTS/ENTERTAINME
B3	HOLSTON		1,074.	80000	

\$2,059,700.00

150	NORTH AMERICA	1,300,00000	FAM TRIP
150	NORTH AMERICA	1,789,40000	FAM TRIP

SECRET

DEPT	LOCATION	AMOUNT	DESC
150	NORTH AMERICA	4,248.00000	FAM TRIP
	NORTH AMERICA	1,305.00000	CHA MARKETPLACE
	NORTH AMERICA	2,597.02000	CHA MARKETPLACE
	NORTH AMERICA	906.00000	CHA MARKETPLACE
	NORTH AMERICA	975.00000	CHA MARKETPLACE
	NORTH AMERICA	3,235.00000	JMC ASTA, TIME, CMT, CMITS
	NORTH AMERICA	18,685.00000	DEWITS VICT TO TEXAS
	NORTH AMERICA	115,551.36000	TRADESHOWS 2003
	NORTH AMERICA	553.75000	JMC ASTA, TIME, CMT, CMITS
	NORTH AMERICA	1,047.80000	EXPENSE REPORTS
	NORTH AMERICA	7,743.24000	EXPENSE REPORTS
	NORTH AMERICA	1,460.00000	EXPENSE REPORTS
	NORTH AMERICA	0.00000	EXPENSE REPORTS
	NORTH AMERICA	0.00000	PRINTING & DUPLICATION
	NORTH AMERICA	1,138.13000	EXPENSE REPORTS
	NORTH AMERICA	1,295.00000	EXPENSE REPORTS
	NORTH AMERICA	9,000.00000	PROMOTIONAL ITEMS/GIVE-AWAYS
	NORTH AMERICA	45.00000	NEWSPAPER, MAGAZINE
	NORTH AMERICA	125.00000	PROMOTIONAL ENTERTAINMENT
	NORTH AMERICA	571.14000	OFFICE SUPPLIES & STATIONERY